

LIFE



WEST POINT WEDDING

JULY 4, 1938

10 CENTS

Identical

before delivery BUT...



3 DIFFERENT GRADES OF DRIVING PERFORMANCE

WHICH of these three fine cars, on their way to the showroom, would you pick if you had your choice? You are right—there's no difference in make, model, color or price. But there can be a big difference in performance when their owners take them out on the road. Here's why:

The farther you advance the spark of a modern car, up to the point of maximum efficiency, the more power you get from gasoline.

But the motor "knocks" or "pings" when the spark is set farther ahead than the "anti-knock" quality of the gasoline used permits.

Judged by anti-knock quality, there are *three* grades of gasoline: "low grade," "regular" and gasoline containing "Ethyl."

That is why your car has a device, variously called "distributor adjuster," "Octane Selector," etc.—for setting the spark for each of these three grades of gasoline.

And the performance of your car depends upon the grade of gas and spark setting, as shown below.

YOU HAVE THESE 3 CHOICES

Poor performance

with "low grade" gasoline



There is no anti-knock fluid (containing tetraethyl lead) in "low grade" gasoline. Power is lost because the spark must be retarded to prevent "knock" or "ping."

Good performance

with "regular" gasoline



Most regular gasoline has in it anti-knock fluid (containing tetraethyl lead). The spark can be considerably advanced for more power without "knock" or "ping."

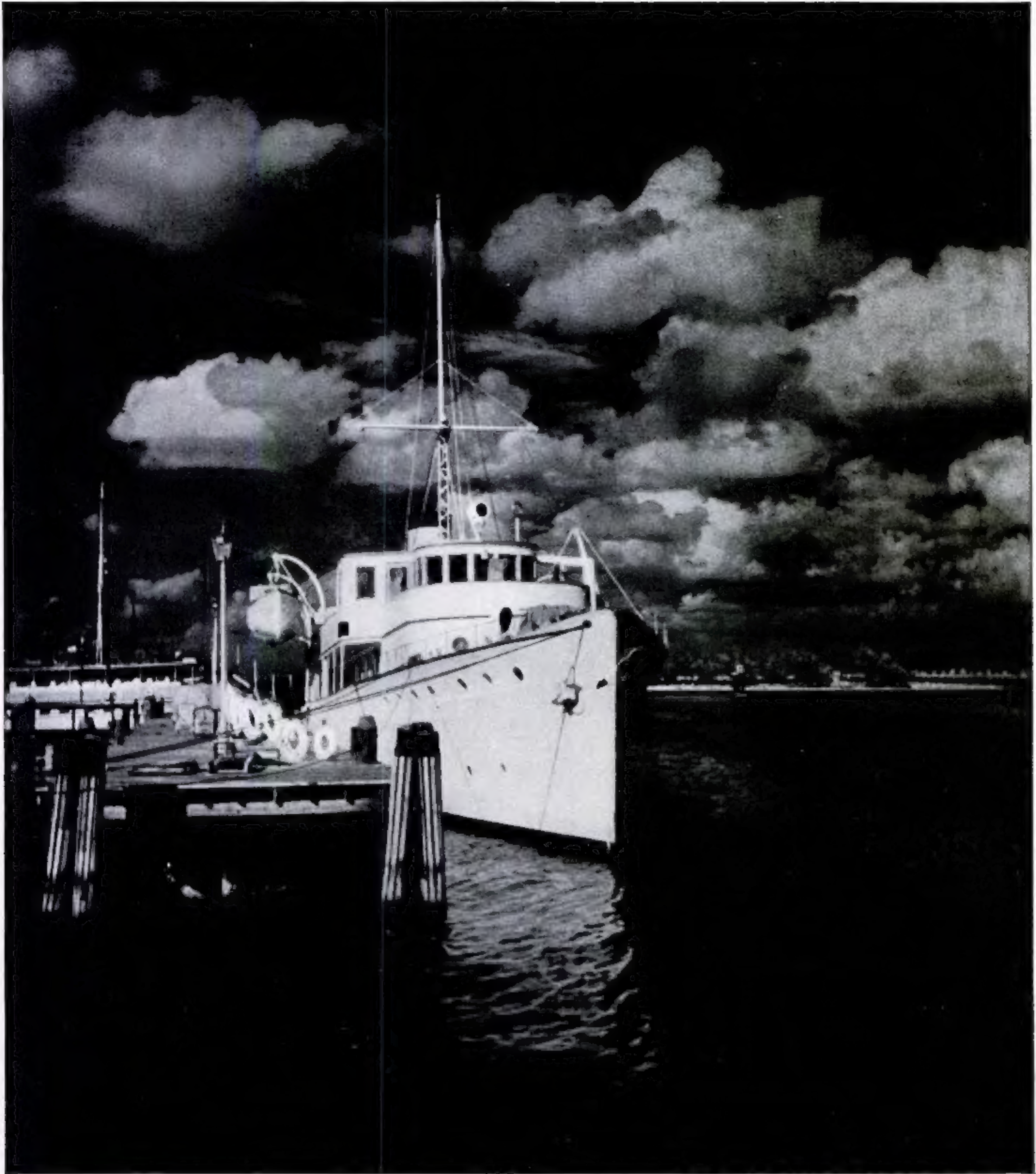
Best performance

with gasoline containing "ETHYL"



Gasoline "with ETHYL" is highest in all-round quality. It has *enough* anti-knock fluid (containing tetraethyl lead) so that the spark can be *fully* advanced for maximum power and economy without "knock" or "ping."

ETHYL GASOLINE CORPORATION, manufacturer of anti-knock fluids used by oil companies to improve gasoline



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No matter what type of picture you want, there is an Agfa Film that will help you get it. Agfa Film's "extra margin of quality" gives you pictures with depth and roundness and subtle tones...clear, brilliant pictures, with every detail perfect.

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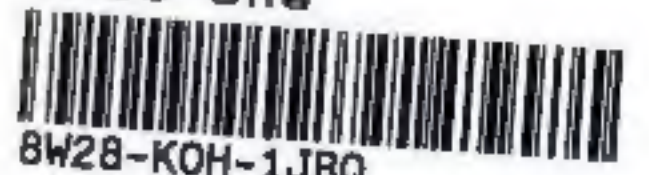
If you want speed three to four times as fast as previously known, ask for Superpan Press or Ultra-Speed Pan. For unusual, dramatic effects, there is Agfa Infra-Red Film, on which the above picture was taken.

These are only a few of the films in Agfa's complete line of photographic materials. The next time you buy film...ask for Agfa Film, and start getting better pictures! *Made by Agfa Ansco Corporation in Binghamton, New York.*



AGFA FILM

This One



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SPEAKING OF PICTURES . . .



FROM HIS COCKPIT HANSON SPOTS A CLOUD OF DUST, THEN MAKES OUT TWO WHITE HORSES RUNNING WITH A HERD ACROSS THE SAGEBRUSH PLAIN



DOWN DIVES HANSON'S PLANE ALMOST ON TOP OF THE GALLOPING HORSES, SO CLOSE HE CAN CLEARLY SEE THEIR TOSSEING MANES AND TAILS

...AN AERIAL COWBOY HERDS WILD HORSES



COWBOY HANSON DRESSED FOR WORK

In the unsettled sagebrush country of southeastern Oregon roam the wild descendants of horses which have been straying from ranches ever since the days of early Spanish settlers. The land they live on belongs to the Government which permits anybody to go out and round them up. The roundup, however, is usually a hard job.

But for the past two summers, the untamed wanderers of the plains have been startled by a terrifying apparition which drops from the sky, drives them into captivity. The apparition is a biplane piloted by Floyd Hanson, an aerial cowboy who herds horses by airplane. These photographs show him at work near the Owyhee River.

With a group of helpers who do all their riding in a saddle, Hanson camps near the Owyhee River canyon. He goes up, cruises around. When he sees a cloud of dust which betrays the presence of wild horses, he maneuvers until the horses are between his plane and the canyon. Then he power-dives down on the unsuspecting animals. His motor roars. The wind screams through his struts. His big siren shrieks full blast. In wild alarm, the horses run away from the noisy monster which swoops up again, dives again, herds the animals into the canyon where Hanson's helpers corral them.

Hanson gets \$5 per horse corralled, has captured 2,000 since 1936. He rests in the winter because the roundup is hard on his nerves. Once he dived so low he hit a horse, knocked off his landing gear.



TWO FRIGHTENED BLACK COLTS FOLLOW THEIR ELDERS IN MAD FLIGHT



ONE OF WHITE HORSES SHOWN ON OPPOSITE PAGE NOW LEADS THE HERD



HANSON'S PLANE SWOOPS DOWN TO WITHIN A FEW FEET OF THE HERD, THEN CLIMBS UP AGAIN FOR ANOTHER DIVE



In **STOP** and **GO**, a mile **S-T-R-E-T-C-H-E-S**

In low and second, your engine makes up to 3 times as many revolutions as in high—**uses 3 times as much gasoline**

STOP-AND-GO driving fools your speedometer—while your car is going a mile, your engine may go the equivalent of *two*.

The number of extra revolutions your engine makes depends on how many times you stop and start—how much of your driving is in low and second gears.

You can't avoid stop-and-go driving, but you can do something about its high cost.

Shell engineers found that getting away from a traffic stop can waste enough "undigested" gasoline to carry you $\frac{1}{3}$ of a mile.

To cut this costly waste, they rearranged the chemical structure of gasoline. They make every drop of Super-Shell "motor digestible"—every drop usable in stop-and-go driving.

There is a Shell dealer near you. Use Super-Shell regularly and your savings count up.

SUPER-SHELL

SAVES ON STOP AND GO



SPEAKING OF PICTURES

(continued)



What frightens the horses is the infernal noise of Hanson's plane and the sight of this strange monster shooting fiercely down at them out of the clear blue sky.



The captured horses are corralled, then driven off to the ranch. Some are broken for saddle use while others are consigned to dog-food packers or to glue works.

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Further contributions, including those received after this issue went to press, will be acknowledged in later issues.

LETTERS TO THE EDITORS



... and again, before you go to bed—another glass of DEL MONTE Pineapple Juice to put the "silver lining on the night."

Pure golden juice—natural, unsweetened. Drained from the kind of fruit you'd expect from DEL MONTE—full of the extra goodness you take for granted in any DEL MONTE product. Enjoy it—any time!

YOUR TASTE WILL SAY

Del Monte

PINEAPPLE JUICE

The same fine flavor you know in so many other Del Monte Foods



Dogs

Sirs:

Your pictures of the dog show were splendid and interesting too (LIFE, June 13). Although we strained our eyes for a glimpse of a "Scotty," none could we see. Aye mon, a wee corner would have satisfied MacTavish.

A. W. GEORS

San Carlos, Calif.

Sirs:

I respectfully call your attention to the fact that neither of the two truly American breeds, the Chesapeake Bay Dog and the Boston Terrier, were represented.

JOHN E. HURST OF W
President

Maryland Kennel Club, Inc.
Baltimore, Md.

Sirs:

Was thoroughly disappointed to note that you had not shown even one small snapshot of the breed of dog that is now doing so much for humanity in usefulness—the German Shepherd.

MRS. H. R. BROWN

Rochester, N. Y.

Sirs:

Why, oh! why, in your \$1,500,000 worth of dogs, didn't you show the Alredale, the greatest watchdog and best companion on four legs? Not a picture of him anywhere—the biggest of terriers!

PERRY WALTON

Boston, Mass.

Sirs:

All those dog pictures, and not one Pekingese!

ALINE MICHAELIS

Beaumont, Tex.

Sirs:

In your "Dog Show" you awarded some blue ribbons of your own.

You gave the Bullterrier one for fighting ability. The Poodle copped the cup for brains. Dalmatians were rated photogenic.

For the sweepstakes, I respectfully rise to nominate the Doberman Pinscher.

ROLAND C. ABY

Evanston, Ill.

● The American Kennel Club recognizes no less than 109 breeds of dogs. Unfortunately LIFE could not please everybody by printing samples from all breeds.—ED.

Mr. Istvan Gorgey

Sirs:

In your article on Balkan Terrorists, p. 54, March 29, 1937, you published a picture which you state is a picture of one George Gorgey.

The picture was actually one of Istvan Gorgey who is a member of the Hungarian Parliament.

Mr. Istvan Gorgey also sits on the board of several industrial companies and at no time has he been a member of any terrorist movement.

I fully appreciate that names and places in connection with other continents may be erroneously transmitted to the U. S. and being sure that LIFE did not intend to refer to Mr. Istvan Gorgey in this article I feel it is my duty to call your attention to the error.

DR. D. DE KRASSO
Barrister

Budapest, V.

● LIFE's sincere apologies to Istvan Gorgey, M.P. for an unintentional confusion of pictures and to a Budapest picture agency a severe rebuke for incorrect identification of a photograph.—ED.



Artificial Respiration Mistakes

Sirs:

If the man playing leapfrog (p. 22, June 13) over the prostrate body of one of the Kansas City golf course lightning victims is supposed to be administering artificial respiration, small wonder the two unlucky spectators were not revived.

C. P. FISHER JR.

Schenectady, N. Y.

Sirs:

Your tragic picture is a good study in "What's wrong with this picture?" Rescue worker with badge on arm and wearing pancake hat surely has been taught better methods than LIFE's pictorial evidence shows.

1) He should be kneeling, clasping the victim's thighs between his knees to be in proper position.

2) He is apparently carrying nearly the full weight of his body on his hands, which is definitely injurious to the helpless shock victim and quickly tires the rescue worker. Is probably exerting 70 to 80 lb. pressure where only 10 to 15 are needed.

3) His elbows are bent, also contributing to his early fatigue.

LOWELL THOMAS, M.D.

Lincoln, Neb.

● Red Cross experts emphasize another point: One arm of victim should be extended directly overhead, with face turned outward and resting on hand or forearm.—ED.

LIFE Looks Back

Sirs:

Congratulations on your feature, LIFE Looks Back 40 years to the delivery of the message to Garcia.

May we look forward to more backward glimpses at history including re-interpreting?

CHARLES L. SWICK

Saratoga Springs, N. Y.

Sirs:

As one of your original subscribers I noted your new section entitled "LIFE Looks Back." I think this is a great idea. Congratulations!

K. BLYTH EMMONS

New York, N. Y.

Corbino

Sirs:

LIFE's Editors are no aesthetes but their Corbino paintings selection shows them far more aware of modern art in New England than The New York Museum of Modern Art which ignored Corbino for present American show in Paris, Boston, supposedly somnolent, recognized Corbino years ago.

WILLIAM GERMAIN DOOLEY
Art Critic

Boston Transcript
Boston, Mass.

Davenport on Roosevelt

Sirs:

It's hardly sporting of world-famous Geneticist Dr. Charles B. Davenport to point the finger at President Roosevelt and cry "Cripple" (LIFE, June 13, p. 3). There are many who will disagree with his contention that a serious physical disability must necessarily warp the mind of its possessor.

MARC ABBOTT

Orange, N. J.

Sirs:

Shame on Dr. Davenport! He may indeed be all the learned things which LIFE enumerated, but I am afraid there are many people throughout the country who will resent his thoughtless letter.

Those of us who spend our lives with one who is handicapped and is not downed by it know the amount of courage, the tolerance, the patience and the ability to compromise which this condition so often breeds. Above all, the ability to compromise.

Whatever inspired Dr. Davenport's letter, it was unfortunate. We look to the men of learning to spread tolerance and intelligence, not prejudice.

JOSEPHINE BOYD

New York, N. Y.

Sirs:

Roosevelt may well be proud of being in the company of such eminent cripples as Byron, Scott, Sequoyia (Cherokee alphabet) or being classed with such physically handicapped names as deaf Beethoven, Sir Joshua Reynolds, blind Milton, Homer and Helen Keller, not to mention such rocky physical specimens as Nietzsche, Schopenhauer, Demosthenes, R. L. Stevenson, Herbert Spencer and many others.

The doctor's chief concern should be with such robust physical types as Mussolini, Stalin, Boss Hague, Göring and Kemal Atatürk.

W. C. PROPES

Berkeley, Calif.

"Rehearsal"

Sirs:

I've seen *Rehearsal* by Frederic Taubert in LIFE, June 13. That fiddle and flute player will never make any progress with



FIDDLER ALBRECHT

such postures. They are bad enough to make any musician shudder.

The enclosed snapshot of me (see cut) will show how a fiddle is correctly held. Nothing to it. Shoulders square—left arm under the fiddle—arms and hands in line à la natural as in combing your hair. It's very simple.

WENZEL ALBRECHT

Stevens Point, Wis.

LIFE

Vol. 5, No. 1

July 4, 1938

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LIFE'S COVER: The lucky man about to kiss Betty Drummond Bloxson, who married Lieut. Louis Nathaniel Dosh at West Point Chapel June 16 (see pp. 58-60), is taking advantage of the usher's customary privilege. He is Cadet Captain Harry Thomas Smith of New Castle, Del., one of Groom Dosh's six ushers. Appointed regimental commander of the Corps of Cadets for next year at West Point, Cadet Smith will review the Corps of Cadets every Sunday. During summer the Cadets parade every afternoon except Saturday at 5.30 p.m.

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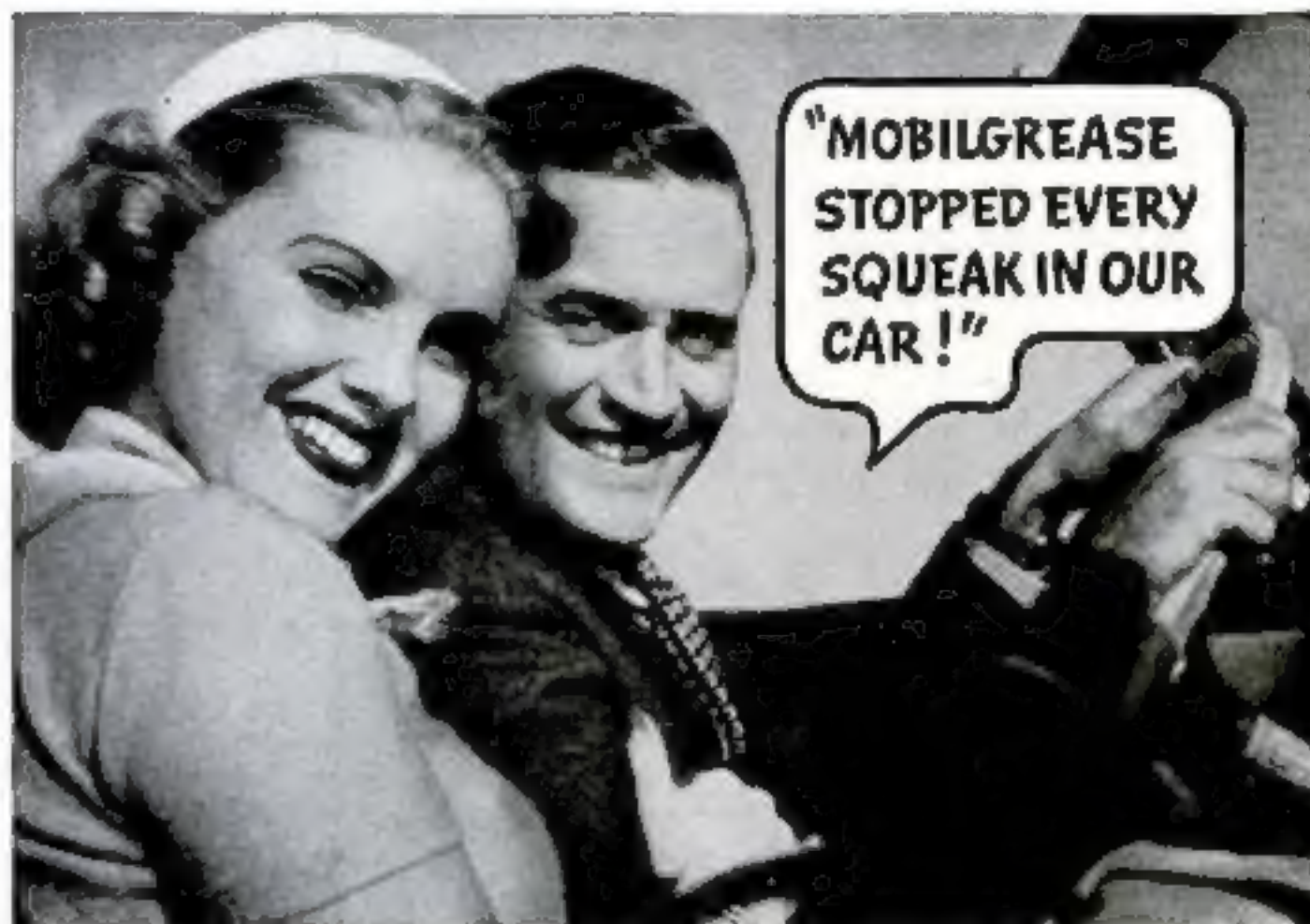
PUBLISHER: Roy E. Larsen

CIRCULATION OFFICE: 330 East 22nd Street, Chicago, Illinois

U. S. EDITORIAL AND ADVERTISING OFFICES: TIME & LIFE Building, Rockefeller Center, New York. London Editorial Office: Dean House 4 Dean Street, London, W. 1. Paris Editorial Office: 52 Avenue des Champs-Élysées, Paris (8E).

SUBSCRIPTION RATES: One year in the U.S.A., U. S. Territories & Possessions and Canada, \$4.50; countries of the Pan-American Union, \$6.00; elsewhere \$10.00. Single copies in the U.S.A. and Canada, 10¢; U. S. Territories & Possessions, 15¢; elsewhere, 25¢.

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"SO MANY PEOPLE
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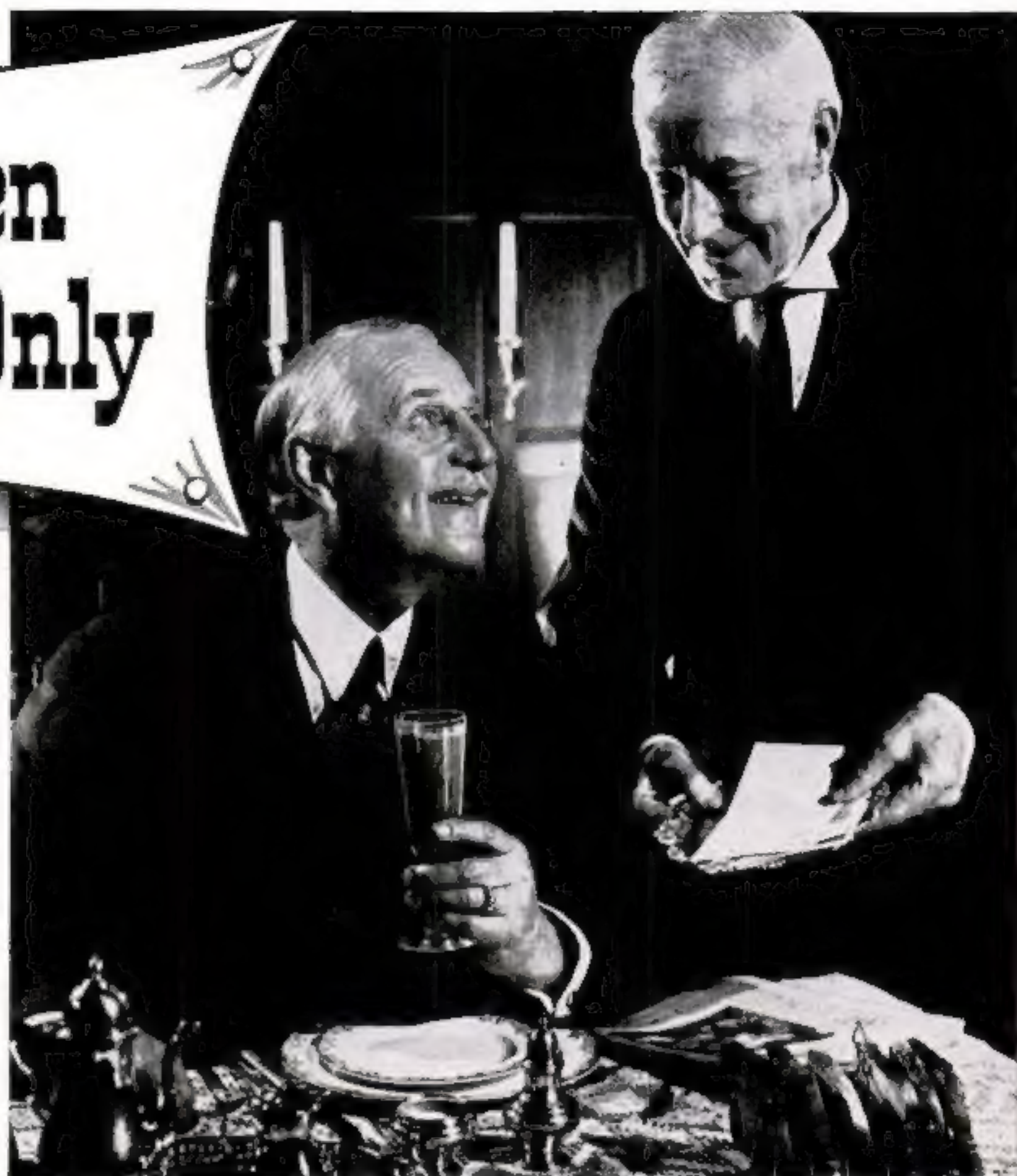


Mobil *SOCONY-VACUUM*
Lubrication
COSTS NO MORE THAN AN ORDINARY GREASE JOB

For Men, Women and Children Only



What every woman knows—There's tangy refreshment in a tall, chilled tumblerful of Heinz de luxe Tomato Juice. This lady of leisure finds it the perfect accompaniment to her afternoon siesta! Clever hostesses say Heinz Tomato Juice—served with crackers or crisp little wafers—solves the refreshment problem on trying, torrid days. And if you're a woman of the bustling business world, you'll enjoy this sparkling, scintillating drink as a mid-morning pick-me-up. Just a word to the calory-conscious! No enemies of slenderness lurk in Heinz Tomato Juice, for it's the pure essence of Heinz "aristocrat" tomatoes!



Boyhood memories come back as this man of affairs starts his day with a glass of Heinz Tomato Juice. Half an hour later he may be The Boss, but right now he's just a freckle-faced kid down on the farm... wriggling his toes in the warm, sun-baked earth and eating a big lush tomato fresh-off-the-vine. That's the kind of beverage Heinz Tomato Juice is—thick, dewy-fresh, exhilarating as summer rain!



No ordinary run-of-the-vine tomato is Heinz "aristocrat"! Developed from pedigreed seedlings, this scion of generations of eugenic breeding is watchfully reared on rich soil and summer sunshine. Then, when each tomato is gloriously ripe and rosy, it's picked and hustled to Heinz kitchens for pressing. Only a pinch of salt is added—for accent!



Some glass! It's socially acceptable in any company—in perfect taste at any hour of day or night. For it's brimful with the glistening perfection of Heinz Tomato Juice. The Heinz 57 label is your assurance that this drink is made according to a quality tradition famous for nearly three generations. And one sip will tell you that here, indeed, is Nature's grandest beverage! Is your refrigerator well supplied?



Little man, here's how to get some of those elusive vitamins mother's always talking about! Mmmmm—what a *hit* this Heinz Tomato Juice makes with youngsters! They like its gay color—its cling-to-the-glass richness. Serve Heinz Tomato Juice with sandwiches for the children's lunch. And give it to 'em at bedtime when they get that inevitable yen for something-to-eat!



ODQUIST TOOK THIS PICTURE AT 4 A.M. HEADLIGHTS OF THE FIRST HOSPITAL TRAIN FROM MILES CITY BLINK ABOVE THE WRECK

A SURVIVOR PHOTOGRAPHS THE WORST AMERICAN TRAIN WRECK SINCE 1887

Maurice V. Odquist (right) is a top-notch salesman, head of the marketing division of American Can Co. He is also an amateur camera enthusiast. In Chicago on the evening of June 17 he boarded the *Olympian*, crack Chicago-Tacoma express of the Chicago, Milwaukee, St. Paul & Pacific R. R. ("The Milwaukee Road"). By midnight of the second day, with some 160 passengers, the train, unchecked by a sudden cloudburst, was gathering speed across the high, thinly-settled plains of eastern Montana.

Ahead of the train lay a 180-ft. trestle of steel and concrete over Custer Creek, named for the hero of the famous Last Stand, 26 miles east of Miles City, Mont. It had been built in 1913, when The Milwaukee Road was being completed in the last great thrust of American transcontinental railroad building. Ordinarily Custer Creek carries only a trickle of water down to the Yellowstone River. But the same cloudburst which pelted the *Olympian* had now filled it to brimming, sending a roaring, 30-ft. wall of water—what Westerners call a "flash

flood"—to batter the supports of the 23-year-old trestle.

At 12:34 a.m. Mr. Odquist was shaken by a heart-sickening jolt as his car, which had been traveling about 50 m.p.h., suddenly stopped dead. Snatching his bag and camera, he scrambled out into the storm and forward with other frightened passengers to the east bank of roaring Custer Creek. There, by lightning flashes, he and they stared in helpless horror on an awful scene. The center span of the trestle was gone. Across the creek on the west bank the *Olympian's* locomotive and five cars were piled in a shambles of crumpled steel. Two other cars lay deep in the roaring creek. There were screams aplenty, but Mr. Odquist did not hear them. "The river was making too much noise for that, thank God," he said afterward. Retiring to his Pullman, one of the four rear cars left safely on the rails, he waited until dawn brought the first rescue train to the isolated spot. Then he emerged to take the first pictures, here printed exclusively by LIFE, of the worst American train wreck since 1887.



Maurice V. Odquist was the *Olympian* survivor who took these first pictures of the wreck.



In Minneapolis, during a stop on the fateful trip, Mr. Odquist took this picture of a "pusher" locomotive. It appeared on the roll of film he sent to LIFE.



Last picture Odquist took before the wreck was this at Mobridge, S.D. In background are *Olympian* passengers, probably including many who died that night.

Double tragedy comes to the twice-bankrupt "Milwaukee Road"

On Aug. 10, 1887 near Chatsworth, Ill., an excursion train of the Toledo, Peoria & Western Railway plunged through a burning trestle, killing 81, injuring 372. In the half century since then no American train wreck has killed so many people as did that of the *Olympian* at Custer Creek. On June 23, six days after the wreck, while workers still searched in the sodden wreckage and

downstream for bodies, the toll of the *Olympian's* passengers stood: 44 bodies recovered, 3 known missing, 47 hospitalized, 53 injured slightly or not at all. Also on June 23, near Ingomar, Mont., 125 miles east of the Custer Creek wreck, another section of the *Olympian* crashed head on into a special train carrying CCC boys. One boy was killed, 17 passengers of both trains were injured.



Tourist Sleeper A hung tottering on the brink of Custer Creek for 15 minutes while Negro Porter Lewis Williams

heroically helped all passengers to safety. Then it plunged into the creek, was swept 50 ft. downstream by the raging

flood. Mr. Odquist took this picture of it at dawn through the coupling of the dining car, one of four cars not wrecked.



Going west, in the direction of the arrow, the *Olympian's* locomotive, tender and baggage car got across the weakened trestle before it gave way. They were jerked back

and up like the tip of a lashing whip, the locomotive falling on the baggage car. A mail car (No. 3 and below, left) toppled across the locomotive. A smoking car, day coach

(No. 2) and tourist sleeper (No. 1) piled up behind. Another tourist sleeper (No. 5) was at once submerged. A third plunged in a few minutes later (No. 4 and opposite page).



Crushed to death as the rearing locomotive fell on the baggage car and was in turn buried under the mail car (above), were engineer, fireman, baggageman, two mail-car clerks. Many passengers, trapped inside air-conditioned cars, met death by drowning.



This shattered car-end is No. 2 in picture at top. Below lies the silt-covered body of a coach passenger. Because The Milwaukee Road is now in reorganization, having failed in 1925 and again in 1935, relatives and injured passengers may not be able to collect damages.



LIFE ON THE NEWSFRONTS OF THE WORLD

Louis wins, Disney gets degrees, Hopes rise as steel goes down and stocks go up

Pleased as punch, President Roosevelt smiled contentedly into a battery of news cameras on the evening of June 24 as, according to custom, he posed for the press (below) immediately before delivering his



ROOSEVELT

thirteenth fireside chat. Plainly he felt that he was about to rout his critics, by dismissing them either as "a calamity-howling executive with an income of \$1,000 a day" or as "a few people tired or frightened by the inescapable pace of this modern world in which we live." Plainly he believed that he would amply justify his past, present and future participation in this year's Democratic primaries by declaring that "as the head of the Democratic Party" he felt bound to help "liberal" candidates who support the principles of the 1936 Democratic platform. Plainly he knew that he would relieve and delight many of his admirers by cracking down at long last on Jersey City's Mayor Hague, with "The American people will not be deceived by anyone who attempts to suppress individual liberty under the pretense of patriotism." But the soundest reason for the President's satisfaction was a top news event which he was able to announce to the nation in his broadcast. Exhibiting the same enlightened self-interest which it displayed when it came peacefully to terms with the C.I.O. last year, U. S. Steel Corp., under its dynamic new board chairman, Edward R. Stettinius Jr., 37, had cut its prices by 6% to 17%. What everybody hoped was that the users of steel, notably automobile manufacturers, would start a buying rush and would cut their own prices in turn, thereby starting a buying rush by consumers of their products, thereby bringing Recovery. As tentative business pickups were noted all along the line last week, the greatest popular hopes of Recovery were roused by the New York Stock Exchange. Staging its first real upturn since the decline which began last August, the market seethed in six successive million-plus-share days which raised stock prices a total of 14%.



STETTINIUS

Uruguay Succession. Democracy triumphed in South America when on June 19 Uruguay's President Terra handed on the Presidential sash and gold-headed ebony cane to Americanophile General Alfredo Baldomir, freely elected. Terra, tempted to follow the dictatorial example of Brazil's President Vargas, was persuaded by Argentina to follow instead the constitutional example of Argentine President Justo who

permitted free elections too. Baldomir will "fight Fascism."

Spies, G-Man & Publisher. On June 20 in New York 18 small fry of Germany's Secret Service, all but four of whom had fled the U. S., were indicted by a Federal Grand Jury on charges of espionage. In a move almost unprecedented in peacetime, two officials of the German War Ministry were included in the indictment. Day after the indictment was voted, Leon G. Turrou, ace G-Man who had prepared the case, resigned his job. That afternoon Publisher G. David Stern of the New York Post announced that G-Man Turrou had signed up to write a series of articles about his investigation, publication to begin at once. The U. S. Attorney's office, fearful that Turrou's revelations would jeopardize the trial and further investigations, promptly got an injunction forbidding their publication. At this, Publisher Stern, who is President Roosevelt's loudest journalistic supporter, set up a howl about "freedom of the press." His howl was abruptly silenced two days later when the President publicly observed that there was no question of an illegal act either by the Government agent or the publisher; that the matter was entirely one of patriotism and ethics.



TURROU

Mickey Mouse, M.A. Having lately received an honorary Master of Science degree from the University of Southern California, Walt Disney, creator of Mickey Mouse and the Seven Dwarfs, who quit high school aged 16, traveled east to receive honorary Master of



DISNEY & DWARFS



BALDOMIR

Arts degrees from both Yale and Harvard. The Yale citation punned: "He labored like a mountain and brought forth a mouse." Harvard stuffily proclaimed him: "A magician who has created a modern dwelling for the muses." Mr. Disney's reaction: "I'm grateful for these distinctions but I'll always wish I'd had the chance to go through college in the regular way."

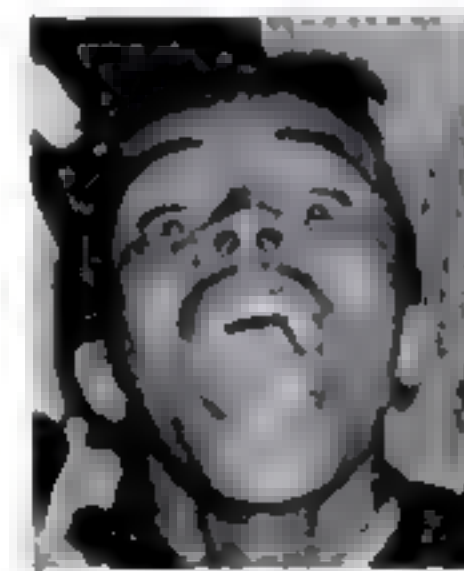
Shearer as Scarlett:

Having spent a year and \$250,000 testing everybody from movie extras to society girls and having received unprecedented publicity, Producer David Selznick finally ended his search for an actress to play Scarlett O'Hara in *Gone With the Wind*. He chose Norma Shearer. Clark Gable will be Rhett Butler. Production starts in December.



SHEARER

Queen's Mother. Because the Countess of Strathmore, mother of Britain's Queen Elizabeth, died June 23, the state visit of Their Imperial Majesties to France was postponed to July 19. The Countess being only a royal in-law, there will be no court mourning.



HARLEM CELEBRANT

One-Round Fight. The world's heavyweight boxing title stayed American and non-Aryan when, in 2 min. 4 sec. on the muggy night of June 22, Joe Louis, Negro champion, knocked out Max Schmeling, the white hope of Germany. Schmeling landed only a single punch. One of the dozens that Louis landed

hit the German in the back as he hung dazed and helpless on the ropes (see opposite page). It fractured the process of one of his vertebrae, sent him to the hospital. . . . The nation's Negroes broke out in joyous riots at the result. Gleeful residents of Harlem threw bottles at cops, picked fights with white men. In Cleveland, five civilians and three policemen were injured. But there was nothing to suggest the fierce race feeling that followed the defeat of white Jim Jeffries by black Jack Johnson in 1910 (see page 25). Among white non-Aryan celebrants was Mike Jacobs, who promoted the fight. The 66,000 customers who came to the Yankee Stadium, New York, paid \$940,000. The German press fulminated, blaming their hero's defeat on American machinations. But Anti-Nazis gloated. The columnist who hit the nail most precisely on the head was a lady. In "My Day," Eleanor Roosevelt wrote: "Louis is a great fighter; there seems to be no one left for him to fight."

Before the first knockdown:

Schmeling out on the ropes

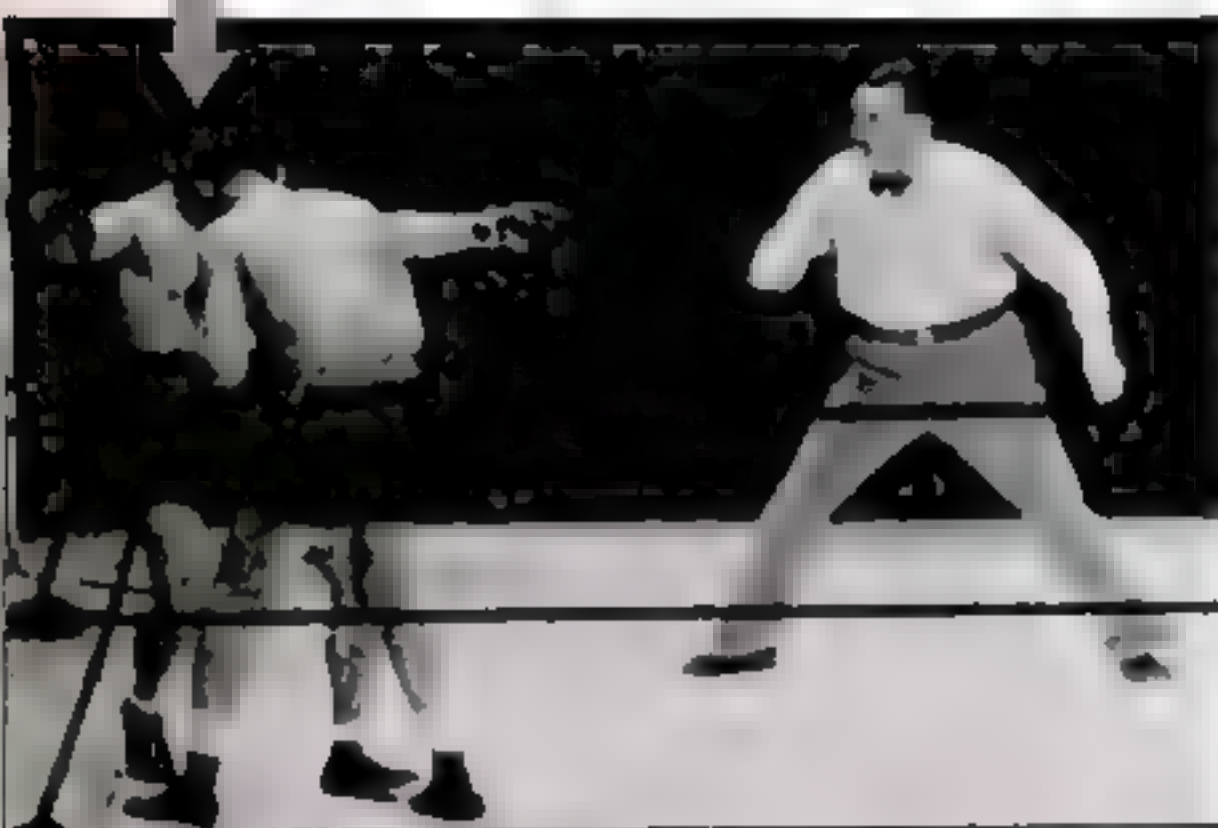


LOUIS KNOCKS OUT SCHMELING IN RECORD TIME

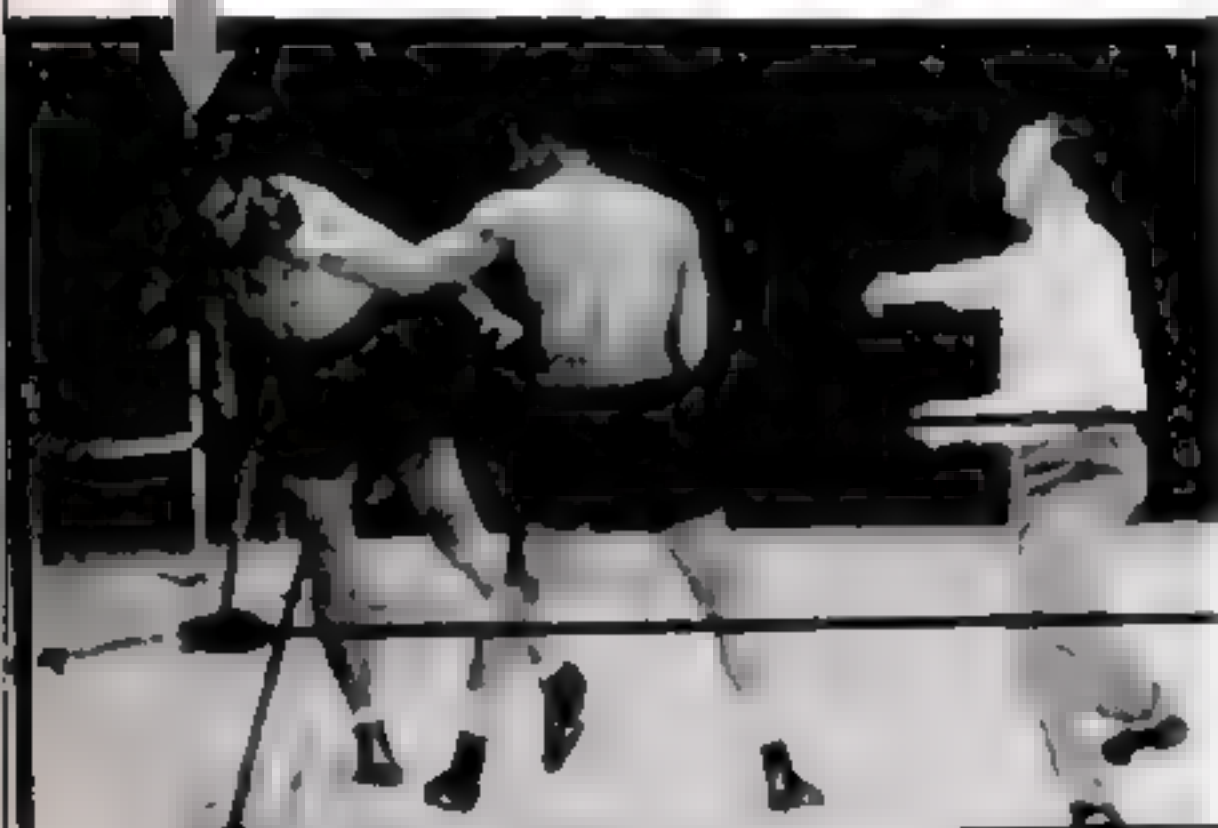
Before his fight with Joe Louis June 22, Max Schmeling boasted that the Negro champion was scared of him. But when the fighters came out of their corners at the Yankee Stadium, New York, Louis' impassive face showed no fear. It was Schmeling who looked worried. Intent and cruel, the Negro backed the German into a corner, let loose viciously.

What happened is shown at left in pictures from Globe Cinema's official movie. A right to the jaw was the punch which really defeated Schmeling. A right to the kidney broke the process of one of his vertebrae. Schmeling went down three times. Referee Donovan stopped the fight in 2 min. 4 sec. It was shortest championship bout in heavyweight history.

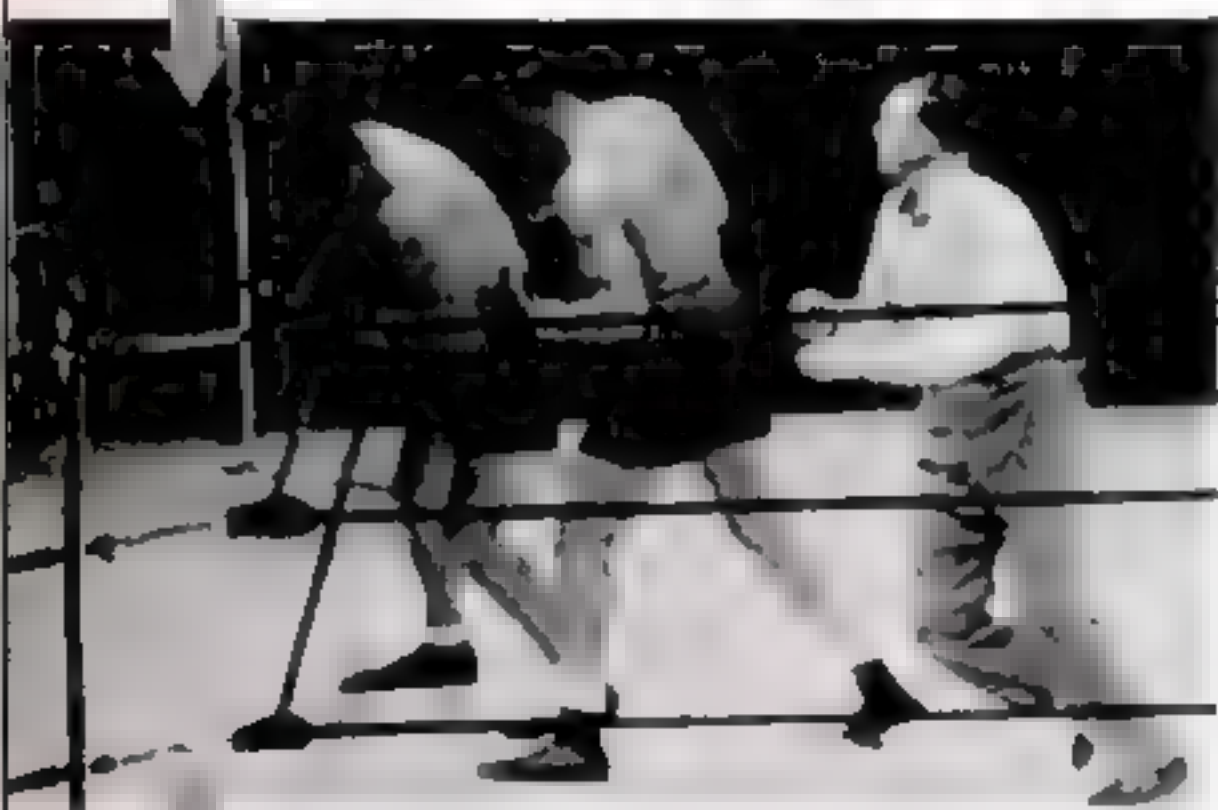
This right to the jaw starts Schmeling toward defeat



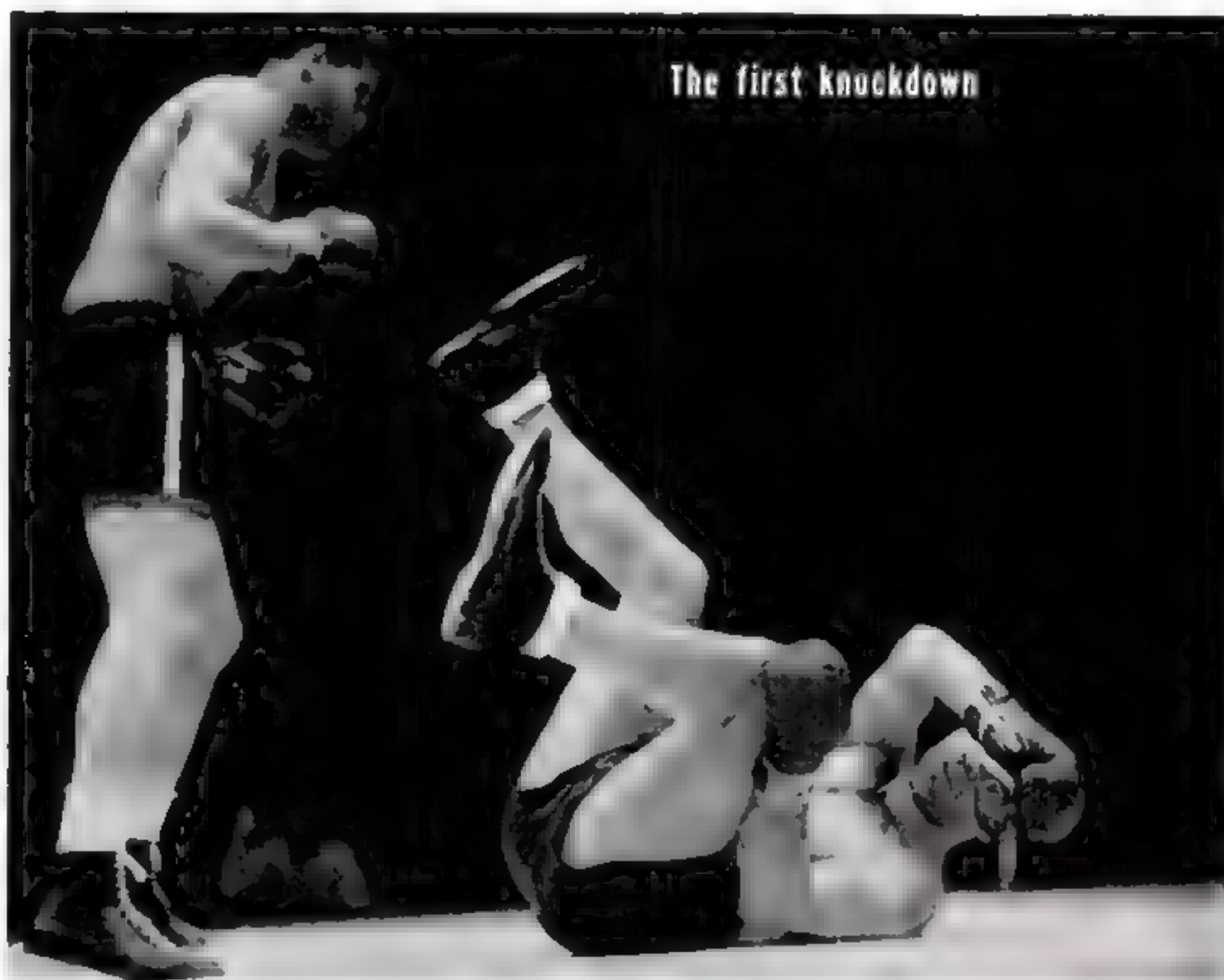
The German drops his guard, leaves himself wide open



A left hook sends Schmeling staggering to the ropes

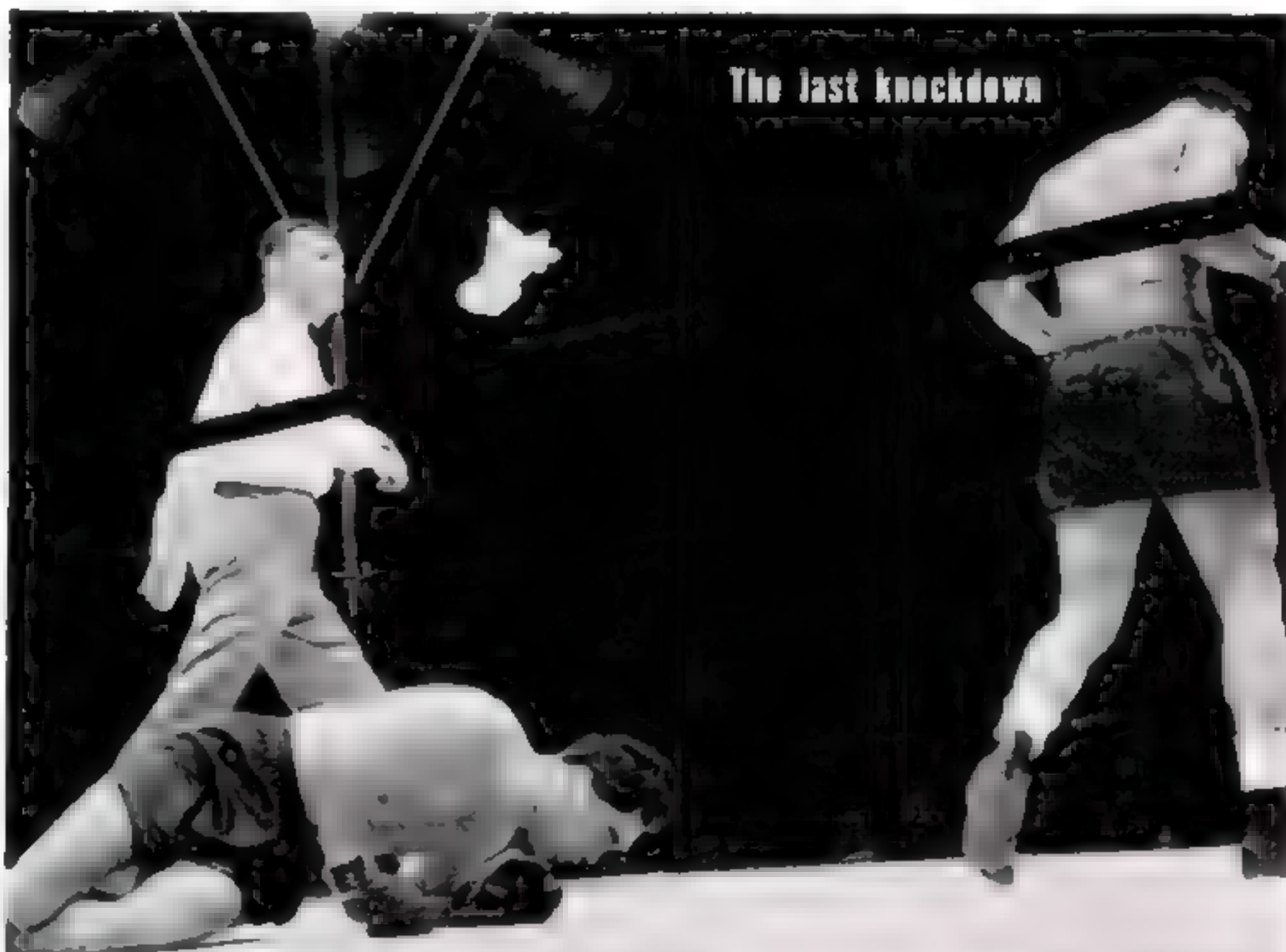


He turns his back and Louis starts the kidney punch
Schmeling turns in pain. Louis drives a left to the heart



After a minute and a few seconds of one-sided fighting in this one-round fight Schmeling was knocked on his back

(above). He was down for the count of three. Some experts thought this heavy fall was the cause of his backbone injury.

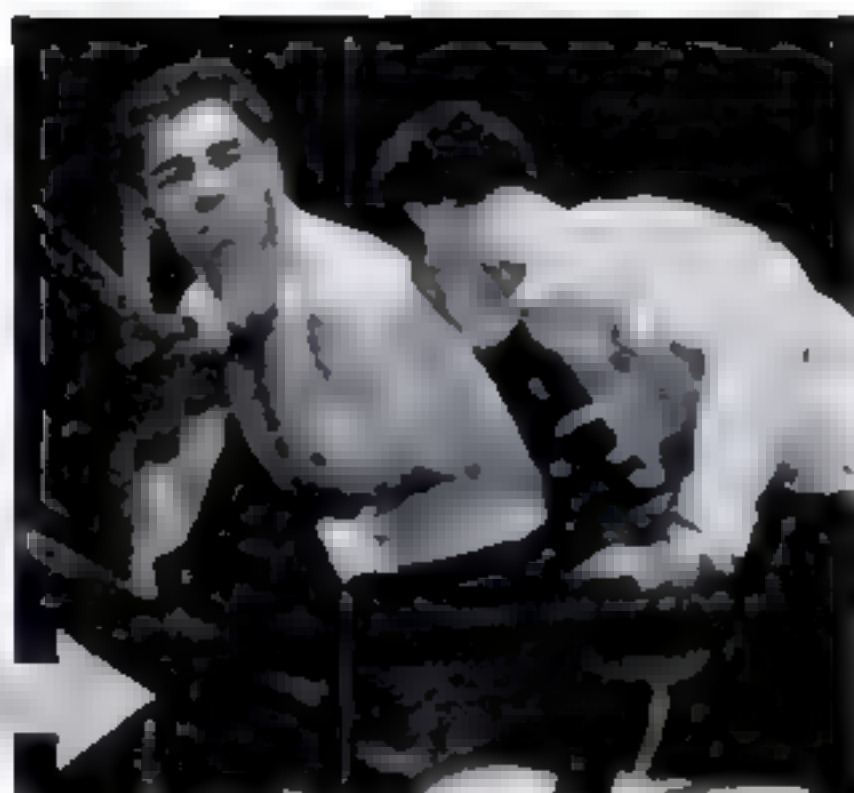


In less than two minutes, Schmeling went down for the third time and his trainer threw in a towel (center). This

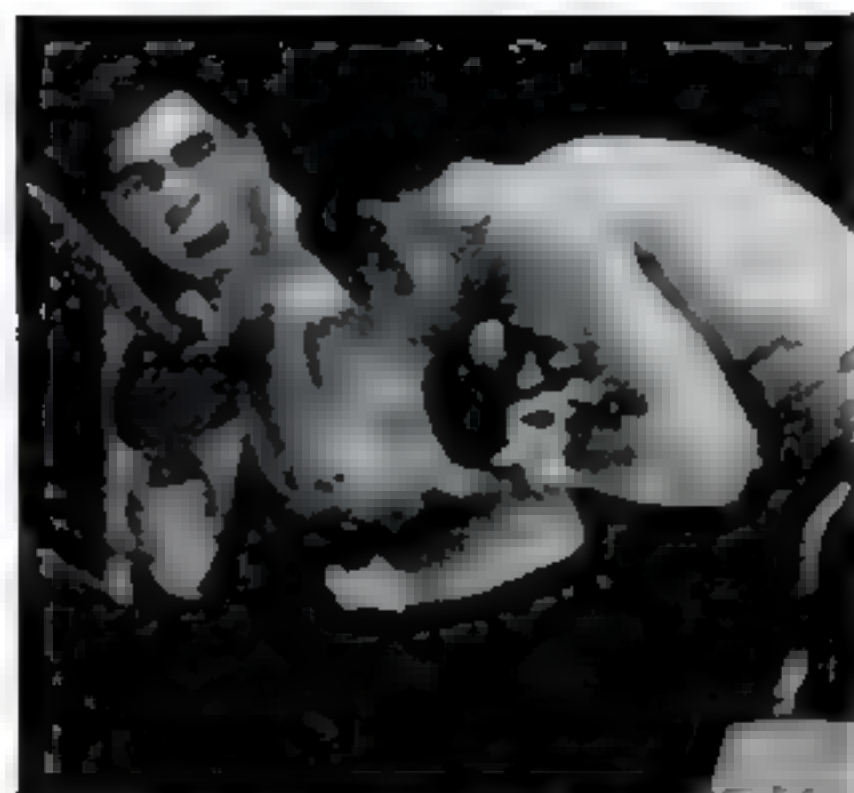
signal of surrender means nothing in New York but Referee Donovan, after tossing the towel back, stopped the fight.



1 Schmeling hangs on ropes. Louis bores in



2 Louis starts his right toward Max's kidney



3 Schmeling shrieks in agony as blow lands



4 Louis hears the scream, comes on



5 A vicious left lands on Schmeling's heart



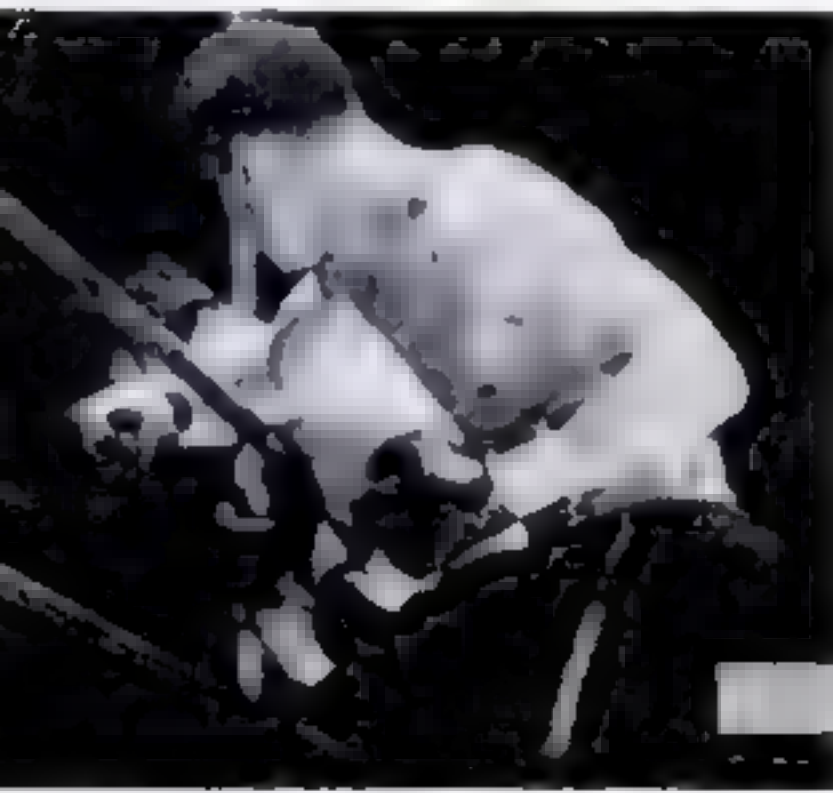
6 Schmeling's eyes are closed as a left lands



7 The punch sends his head over the ropes



8 In dull fear, Max eyes the Negro



9 A Louis right slams Max's head back



10 A left hook jolts his head up again



11 Schmeling staggers off the ropes into a left



12 A right brings a horrible grimace



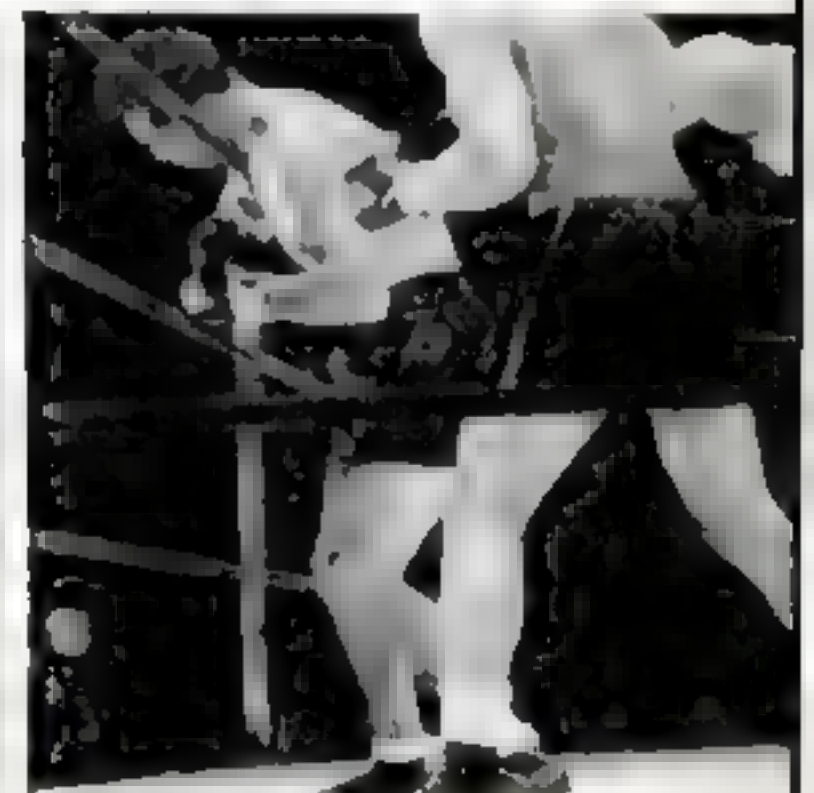
13 Unseeing, Max waves feebly with his left



14 Louis's cruel, efficient left lands again



15 A right spins Schmeling around again



16 His knees buckle, referee steps in

Joe Louis: "Man, did he scream!

He just screamed, tha's all."

"I just hit him, tha's all. I hit him right in the ribs and I guess maybe it was a lucky punch but man, did he scream! I thought it was a lady in the ring—de cryin' He just screamed, tha's all."

Thus did Joe Louis describe what he heard when he landed the punch which cracked Schmeling's vertebra. What Louis saw at that moment is recorded in the "magic-eye" sequence above which catches for all time the agony of the defeated fighter. To fit these shots into the proper sequence, look

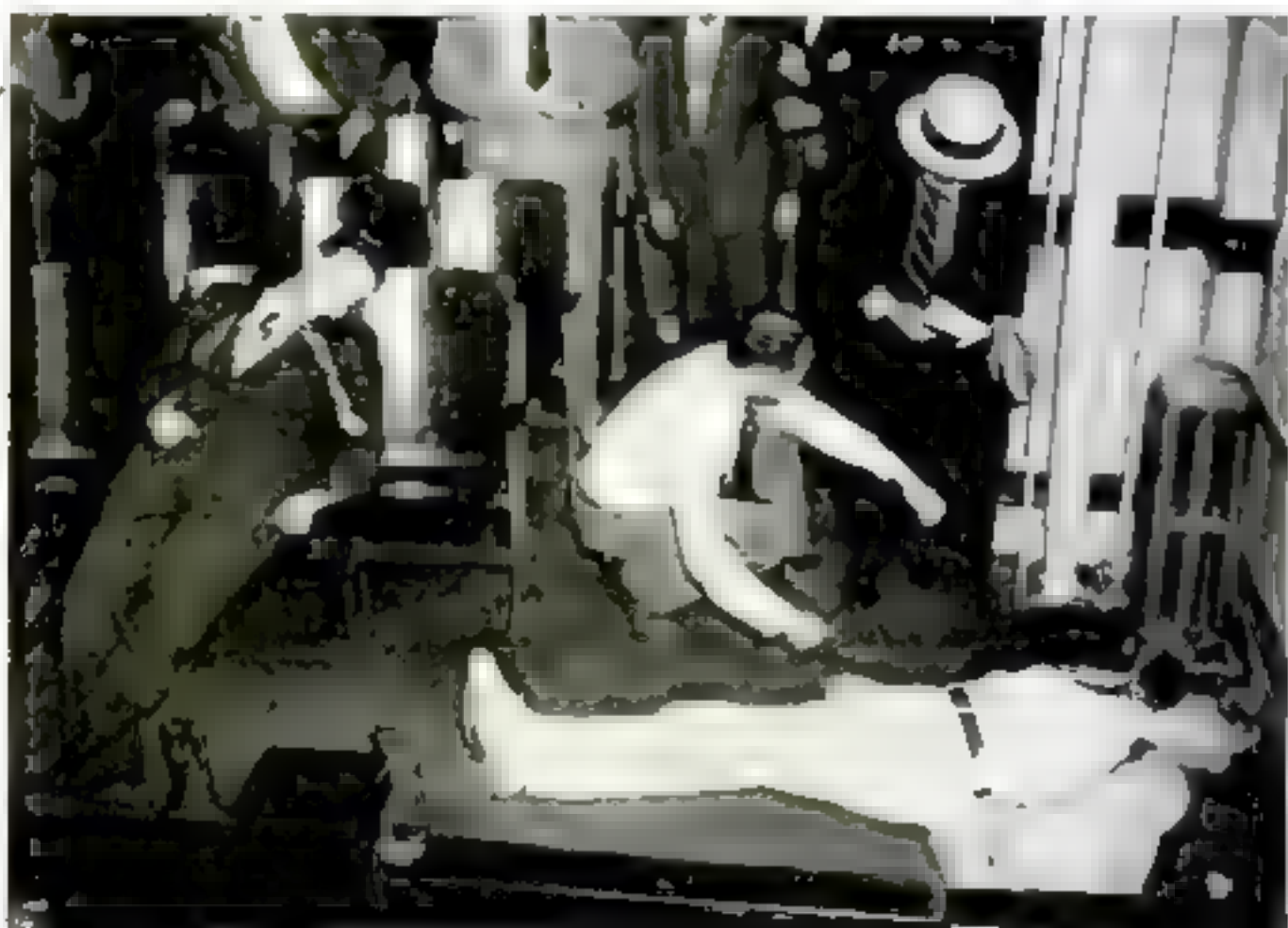
at the picture on the opposite page which shows the start of the punch, and then at the picture on page 13 which shows Schmeling on the ropes as the punch landed.

Schmeling claimed he had been fouled by the punch. "Such pain!" he complained. "My legs would not move." Actually, the blow was entirely legal. First reports of injury led to rumors of his death but he was sitting up in bed in the hospital two days later. He got \$175,000 for the fight. Louis got \$350,000.

TWO LAWYERS ARE KILLED IN COURT-ROOM BY LITIGANT THEY JUST BEAT



One-two, counts Arthur Emil Hanson, 38. At last he is happy. What makes him happy is the sight you see below. On June 22 Hanson slipped into the nearly empty Superior Courtroom in Los Angeles' Hall of Records. Two rows in front of him were chatting Attorneys Irving Hancock and R. D. McLaughlin, who had just won a civil judgment against Hanson. He thought they glanced at him and laughed. He whipped out a revolver and fired five bullets into the two lawyers. Hancock (below, left) still lounges in chair, tie disarranged by a bystander who felt for his heartbeat. "They can't hurt anybody else," laughed Hanson.



SWOONING GRENADIER GUARDSMAN MARS THE KING'S HOLIDAY POMP



Not a head turns in the rigid lines of Britain's Grenadier Guards when a Guardsman faints clean away in the middle of Trooping the Colors. Nor did British or American newspapers mention that this magnificent pageantry on June 9 was specked by half a dozen Guardsmen keeling over in the broiling heat. A knot of Royal Army Medical Corps men picked up this Guardsman (above) and lugged him off. Below, he is seen reviving, shamefaced, after a whiff of ammonia, while the show goes on.

The Trooping of the Colors, revived by restored Charles II celebrates the King's official birthday. King George VI's real birthday is Dec. 14.



MUSSOLINI'S GRANDSON WINS EASILY WHILE HIS FAMILY CHEERS HIM ON



The other Italian boys in this toy automobile race in early June did not pedal too hard against the son of Italy's Foreign Minister Count Ciano and grandson of Benito Mussolini. This Roman victory for Fabrizio Ciano occurred in Rome's Piazza di Siena, a superb little natural bowl.

In the grandstand (below) watching the race and cheering him on were his uncle and aunt (at left), Romano (spectacles), 11, and Anna Maria Mussolini, 9. Il Duce's famed "second series." Eldest of first series and Fabrizio's mother is Edda Mussolini Ciano (right, in white), the only Mussolini who talks back to her father. Center is her husband, Count Ciano.



RICHARD WHITNEY'S GREAT FALL SWEEPS AWAY HIS POSSESSIONS



The fall of Richard Whitney, ex-president of the New York Stock Exchange, to a five-to-ten-year term in Sing Sing for grand larceny (LIFE, March 21), had its anticlimax June 21. On his Bedminster Township, N. J., estate his possessions were auctioned off by a trustee in bankruptcy. Above, the three oars he used to pull three Harvard crews to victory over Yale were sold for \$12. Below, his race horse Shasta Negra brings \$420. A crowd of 1,300 neighbors and strangers paid a total of \$13,400 for Whitney horses, Ayrshire herd, magnums and jeroboams of champagne, sleighs, rods, guns and a set of *Library of American Law and Practice*.



BOY MARRIES GIRL: A MILLIONAIRE'S SON, A BISHOP, A LITERARY EXPLORER



The wedding party included 19 ushers, six bridesmaids. In front row, left to right: Miss Nancy Cassels of Boston; Mrs. James Roosevelt; Miss Elizabeth Jaques of Boston; Miss Sally Clark, sister of the bride, maid of honor, the bride; Joan Clark, another sister, flower girl; Mrs. John Boett-

ger, sister of the bridegroom. Miss R. Ledlie Laughlin of Boston; Mrs. Charles R. L. Sturgis of Boston. Rear row: John L. Lyman of Boston; Charles R. L. Sturgis, cousin of the bride; John Drayton of Newport, R. I.; Elliot C. Bacon of Westbury, N. Y.; D. Eldredge Jackson of

Providence; James Roosevelt and Franklin D. Roosevelt Jr.; John Roosevelt, Charles S. McVeigh of Boston; Elliott Roosevelt; John Boettiger, Thomas B. Husband of Chicago; Nathaniel T. Clark of Dover, Mass.; Marshall Field Jr. of New York (see below); and John Graham of Boston.



Harold L. Ickes and Jane Dahlman, secretly married in Dublin May 24, returned to the U. S. June 21. The groom (University of Chicago '07) is Secretary of the Interior. He is 64. The bride (Smith '35) is a niece of John Cudahy, U. S. Minister to Eire. She is 25, a native of Milwaukee.



Marshall Field Jr. and Joanne Bass were married June 20 in East Walpole, Mass. Heir to one of the largest U. S. fortunes, the bridegroom had ushered two days before at the wedding of his Harvard classmate, John Roosevelt. Bride is the daughter of ex-Governor Bass of New Hampshire.



John W. Vandercook and Jane Holt T. Perry were married in New York June 20. Yaleman, explorer, author, the groom is a son of the late John F. Vandercook, first president of United Press. The bride, Vassar graduate, is a descendant of Edmund Quincy Roberts, 19th Century diplomat.

N AMBASSADOR'S NEPHEW AND THE PRESIDENT'S SON HAVE JUNE WEDDINGS

Every year in the U. S. approximately 1,400,000 couples get married. More of them (14%) take their vows in June than in any other month of the year. The fashionable hour for a fashionable June wedding is either 12 noon or 4 o'clock in the afternoon. Despite the hazards of heat and humidity, starched collars and white satin are the required dress.

Première bride of June 1938, was Anne Lindsay Clark, 21, who on June 18 gave her hand in marriage to John Aspinwall Roosevelt, 22, fourth and youngest son of the President.

Breathless citizens of Nahant, Mass., summer home of the Clarks, had predicted an invasion of 200,000 guests and rubbernecks. Actually the wedding yielded 700 guests, 5,000 rubbernecks. Present were Bostonian relatives of the bride, all the Hyde Park Roosevelts, and many members of the Cabinet. Notably absent were the Oyster Bay (Republican) Roosevelts. All of them had received invitations but only two even bothered to send regrets.

Remembering how President Roosevelt I had stolen the show at his own wedding to Anna Eleanor Roosevelt on St. Patrick's Day 1905, Roosevelt II confined himself to the role of proud father. Beamed the Rev. Dr. Endicott Peabody, 81, headmaster of Groton, who has married Father Roosevelt and all his children: "The President is an awfully nice boy."

Late in the afternoon Mr. and Mrs. John Roosevelt departed for Campobello Island, N. B. "A lovely occasion," said the President. Said his wife: "Beautiful!"

Other notable June couples are shown below. For a military wedding at West Point turn to pages 58-60.



THIS BACHRACH PICTURE WAS TAKEN FOR THE FAMILIES AT ROOSEVELT-CLARK WEDDING



Emlen Etting and Gloria Braggiotti were married in New York June 20. Mrs. James Roosevelt was a bridesmaid. The bride is a writer, sister of Mario Braggiotti, pianist, and Francesca, wife of John Lodge, movie actor. Bridegroom (Harvard '28) is a well-known Philadelphia artist.



James Hooper Grew and Alma Clayburgh were married in New York June 14. The bridegroom (Harvard '29), master at Phillips Academy, Andover, Mass., is a nephew of Joseph C. Grew, U. S. Ambassador to Japan. Bride (Yassar '34) is daughter of Mme. Alma Clayburgh, former opera singer.



Bishop Ernest V. Shayler and Mrs. Frances Milbank were married in Los Angeles, June 21. The bridegroom is the Protestant Episcopal Bishop of Nebraska. The bride is the widow of a Los Angeles oil executive. Their wedding took place in the church where they first met 13 years ago.

THE NATION'S BIGGEST COPPER MINE SHUTS DOWN

Page 25



Greatest copper-producing country in the world is the U. S. Greatest copper-producing mine in the U. S. is at Bingham, Utah. There since the 20th Century began men and shovels have been gnawing at a mountain—not through deep sunken shafts—but from the top down. In the photograph above you

see the vast amphitheater of Bingham's famed open-cut mine. From its terraced banks steam and electric shovels last year scooped 200,000 short tons of copper or nearly 25% of the nation's entire 1937 output. Its untouched ore reserves have been estimated at 640,000,000 short tons—sufficient to mint \$,102,-





336,000,000 pennies or enough to supply this country for the next 11,427 years.
 Last August, when depression first pinched electrical manufacturers, power companies, automobile manufacturers and builders, a great copper surplus had begun to accumulate. On June 16 Kennecott Copper Corp., owner of the Utah

mine, suspended operations at Bingham "for a period of not less than one month." Out of work till production resumes are some 2,500 miners of Bingham. You see Bingham in the picture below, squeezed between walls of the copper-rich gully. It has only one street. It calls itself "the narrowest town in America."





Headless, this department store dummy was smashed when 1,200 unemployed Canadians stormed through Vancouver's streets throwing stones through windows, fighting local police and Royal Canadian "Mounties." For 30 days they had occupied the Dominion Post Office and Art Gallery. On June 20 they were violently evicted with tear gas, clubs,

Groggy, these victims of Vancouver's turmoil lie waiting for an ambulance. Forty-two rioters and five police were injured. The descent of the unemployed followed closing of many logging camps in the north. The provincial government was heartily criticized, first for its inaction regarding the jobless lumbermen, subsequently for its use of force.

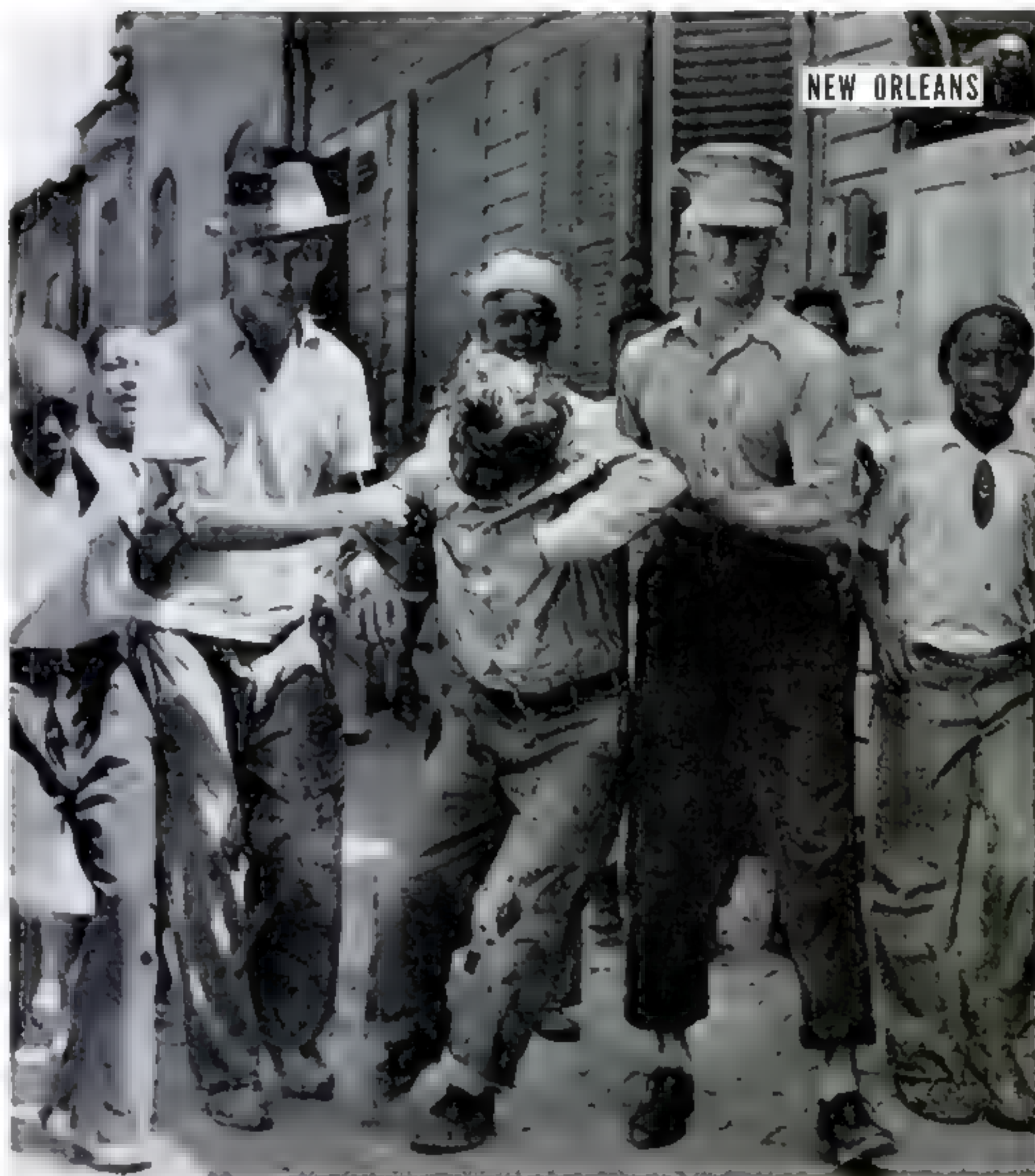


MANY SMALL STRIKES KEEP LABOR POT BOILING AND THE POLICE BUSY

No major strike darkened the U. S. labor map during the last week of June. But here and there on the East Coast, the West Coast and in the Far South embers of hostility between rival unions, between labor and employers, flared up to remind the public that neither the arrival of summer nor the adjournment of Congress had brought any considerable measure of industrial peace. C.I.O. and A.F. of L. teamsters clashed in New Orleans June 22 (right). Pencil-factory workers fought with New York police June 20. And most tragic to thousands of U. S. youngsters was a strike beneath the canvas tops of the Ringling Brothers and Barnum & Bailey Circus, where A.F. of L. performers refused to take a 25¢ cut, threatening withdrawal of the big show to its winter quarters before the season had fairly begun.

There were, too, a few significant straws in the wind which forecast additional trouble in months to come. In Washington the National Labor Relations Board handed down a decision June 22 making the International Longshoremen's and Warehousemen's Union of the C.I.O. exclusive bargaining agency for all longshoremen in 31 Pacific Coast ports. Immediately from disgruntled A.F. of L. leaders there rumbled threats of inter-factional strikes. In New York City, Homer Martin, young leader of the C.I.O. Auto Workers Union, precipitated a crisis among his followers by suspending five of his officers. Thus he brought to a head hostility that had long been smoldering between the union's two Communist wings and his own conservative followers. In Detroit many wondered if Martin, by purging Communists from his organization, had not precipitated a conflict that might end in the destruction of his A.W.U.

Against these fears, however, there loomed a few bright promises for the future. U. S. Steel cut prices on a variety of its products, a move shrewdly calculated to stimulate steel consumption. The stock market mysteriously began to boom on June 20, bringing the first joy to Wall Street since August 1937. And President Roosevelt, two days after appointing a commission to study industrial relations in England and Sweden, warned labor leaders they no longer could expect sympathy from a well-wishing but frightened public in purely jurisdictional disputes.



Teamsters in New Orleans resorted to gunfire to settle a jurisdictional fight between C.I.O. and A.F. of L. Two men were seriously wounded. The victim being helped away here is Arthur Picolo, 56, a member of the C.I.O.



Pencil workers in New York fought during the Eagle Pencil Co. strike when pickets tried to halt cars driving nonstrikers through the gates. Note the foot of downed picket above.



Shoving and slugging marked the Eagle Pencil strike. Eggs and cabbages were thrown. On June 23 an arbitration board was selected to decide on a collective bargaining election.

FATHER FINDS AMNESIA-STRICKEN SON IN HOSPITAL AFTER ELEVEN-MONTH SEARCH

On July 10, 1937 the automobile of Frederick Lloyd Robinson, 30-year-old Detroit bond salesman, was found in a lane outside Flint, Mich. with key in switch, business papers on seat, no trace of the owner. An alarm went out over the country and for eleven months Robinson's father, retired treasurer of Packard

Motor Car Co., visited Detroit police headquarters thrice a week.

On June 18 Father Robinson, summoned by police from Detroit to Norfolk, Va., walked into a room in St. Vincent's Hospital and cried, "My son!" The amnesia victim on the bed had been found by Coast Guardsmen four days before near Virginia Beach.



IN A NORFOLK HOSPITAL TEARS FILL AMNESIA-STRICKEN FREDERICK L. ROBINSON'S EYES AS HE BEGINS TO RECOGNIZE HIS FATHER



THE SON'S MEMORY WAS RESTORED BY THE SIGHT OF HIS FATHER



HIS FIRST COHERENT WORDS WERE: "FATHER, WHERE'S MOTHER?"

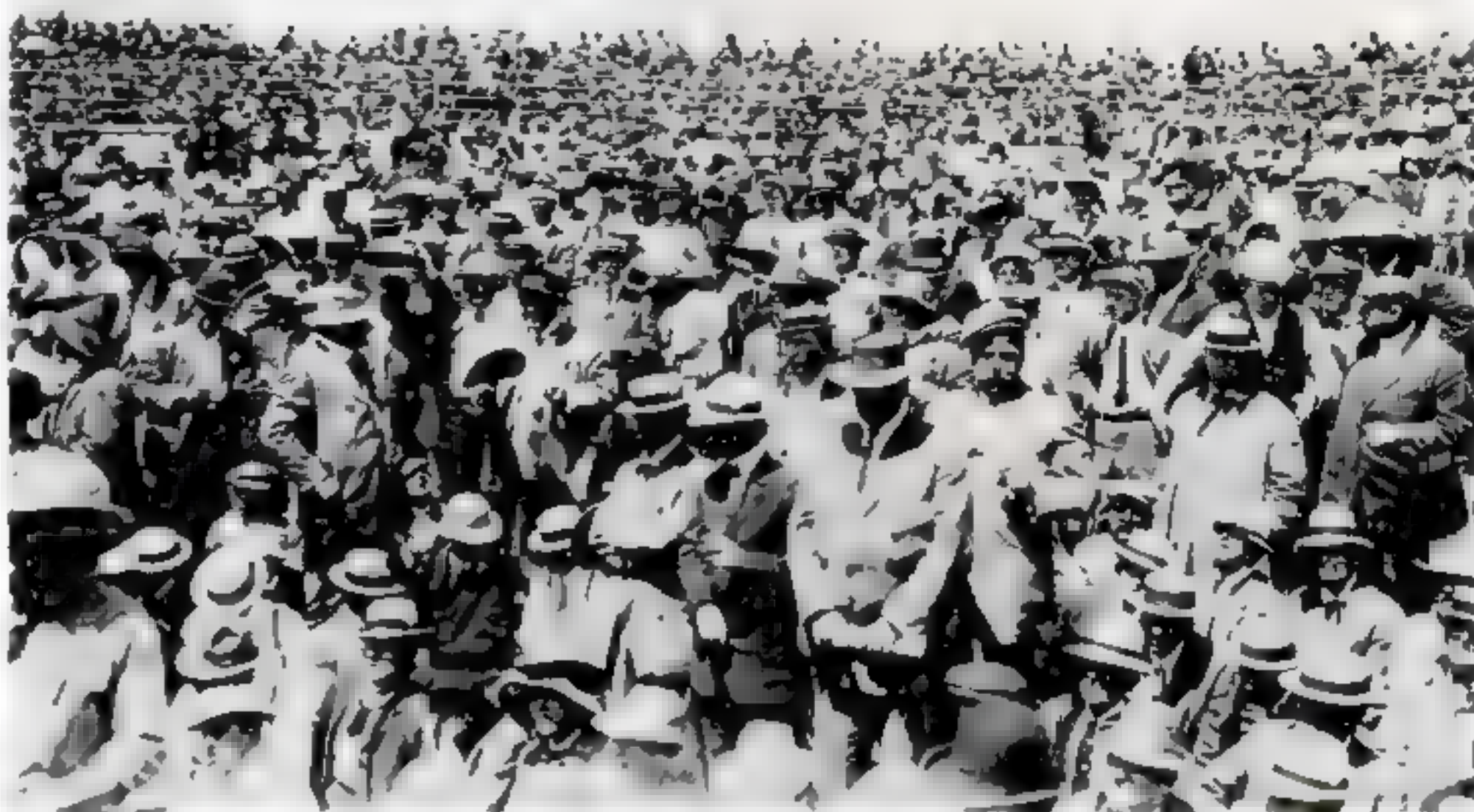
LIFE

LOOKS BACK

28 YEARS AGO TO THE JOHNSON-JEFFRIES FIGHT IN RENO

Race feeling as the result of a prize fight reached a high of bitterness 28 years ago when Jack Johnson, first Negro world's heavyweight champion, defended his title against James J. Jeffries, retired champion. The fight, promoted by Tex Rickard, was held in Reno, Nev., July 4, 1910. It was supposed to take place in San Francisco but opposition there was so fierce that the fight was forbidden.

Jeffries had retired undefeated in 1903. Johnson became champion in 1908. Jeffries, weakened in training by losing 65 lb. in three months, was knocked out in 15th round. Enraged whites in dozens of cities provoked race riots during which six were killed. With this bout a new phrase was coined—"White Hope"—any white who stood a chance of beating the black champion. After Jeffries, two white hopes tried before Jess Willard finally succeeded in 1915.



16,000 SPECTATORS PAID \$270,000 TO SIT UNDER A HOT SUN. SEE THE FIGHT



James J. Jeffries, retired champion, was introduced by Billy Jordan. Far right is his second, Abe Attell, great featherweight. Next left is Joe Choynski, noted heavyweight.



Jack Johnson, champion, did not get the big hand from the white crowd that the favorite Jeffries got. Johnson weighed 208 lb., was 32 years old. Jeffries weighed 220, was 35.



The end came in the 15th round. Jeffries was battered, weak but game. Johnson shot a hard left to the stomach and, for the first time in his career, Jeffries was knocked down.

Groping for the ropes, he pulled himself up, was knocked down twice again before Tex Rickard (left), who was referee as well as promoter, stepped in and stopped the fight.

LAUREN FORD PAINTS HER OWN CONNECTICUT

Because her mother wanted her to become an artist, Lauren Ford was taught to draw when she was 18 months old. But because she is an uncommonly modest person and an uncommonly well-to-do one, this painter of Connecticut scenes never bothered to have an exhibition until 1928, when she was well along in her thirties. Since her first show at the Ferargil Galleries her work has been eagerly bought by such public institutions as New York's Metropolitan Museum of Art and Washington's Corcoran Gallery and by such private collectors as Junius S. Morgan and the late Thomas Cochran of the House of Morgan.

Simple and imaginative, Ford paintings often have a religious theme, frequently include children. They are appreciated not only by wealthy urban collectors but by the farmers who are Lauren Ford's neighbors near Bethlehem, Conn. There, except for an occasional trip abroad, this artist-farmer lives the year round, surrounded by her family, cats, a dog and a large number of cows. Five days a week she spends seven hours a day doing the kind of work that has evoked from metropolitan critics such adjectives as "picturesque," "tender," "fanciful" and "humorous." Much of it has for its background the nearby Connecticut countryside.

"I guess Connecticut is in my blood," says Lauren Ford whose grandparents moved from Indiana to Connecticut about 80 years ago. Her father, the late Simeon Ford, later became owner of the Grand Union Hotel in New York. A famous after-dinner speaker, he had a salty sense of humor which his daughter has inherited. She also inherited a considerable slice of his \$1,800,000 estate when he died in 1933.



The Ford farm looks like this from the front of Lauren Ford's house. Painted by the artist as a country inn (see opposite page), it is actually occupied by a tenant farmer. Here Lauren Ford is shown working while a Shetland pony

belonging to her adopted daughter's daughter grazes in the foreground. She likes to have people around her when she paints, once converted a room set aside for a studio into a living room because so many friends gathered there.



Lauren Ford's clothes are designed by herself with an eye to comfort while painting. The dishes at upper left were inherited from her grandmother. Note the fine old silver candlestick and the Victorian horsehair chair at right.



Little Lauren who is Spinster Ford's granddaughter by an adopted daughter lives with her in Connecticut, here rides her new pony. Lauren Ford once wrote and illustrated a children's book for her called *The Little Book about God*.



This French shepherd's cloak was bought by Lauren Ford while spending a summer on a farm in central France. She hates cities and "arty" colonies. She likes the long cloak because it keeps her cool in summer and warm in winter.



No Room in the Inn by Lauren Ford shows a Connecticut farm at sunset. The sun is so crowded, as you can see by the figures through the windows, that the two people in our corner are going to the barn for shelter. Accompanied by their cow, they are attended by this religious artist to represent Joseph and Mary. This is the only picture Lauren Ford ever painted direct from scene. Usually she makes small sketches first, like the one at right. This is the same scene as above, but from the front and in summer. Lauren Ford actually owns this farm and the little girl in the foreground with the Teddy bear is her granddaughter and namesake.



Yes, Life...

WE REALLY WANT OUR AD PRINTED THIS WAY!



This is probably one of the strangest ads you have ever seen. But when you have read it, you will understand *two* things you may not have known before: How a full-color picture is printed...and why Four Roses is such a downright magnificent whiskey.



2. The red and yellow plates, together, look like this. You will notice that each plate differs in detail, and that each contributes some *special* quality to the finished picture.

1. Here you see the first of the four "color engravings," or "printing plates," that are printed, one on top of another, to make the *one* finished picture in the lower left corner.



3. This is a combination of the yellow, red, and blue plates. Although only four separate color-plates are used in the entire color-printing process, they are combined in such a way that the final picture has *every* color and *every* quality that makes for perfection.

4. Now look at the completed picture. Here—now that the black plate has been added—is the result of skilfully combining *all* the virtues of *four* separate color-plates. And, in very much the same way, *all* the virtues of *several* selected straight whiskies have been combined in Four Roses to produce *one* whiskey finer by far than any of the separate whiskies could be alone. When you taste Four Roses, we think you'll agree that the finest picture ever printed can merely hint at its delicate aroma, rich smoothness, and glorious flavor!

FOUR ROSES

A blend of straight whiskies
100% straight whiskies—90 proof



Frankfort Distilleries, Incorporated
Louisville & Baltimore



GRIM DRAMA OF UNDERSEA LIFE UNFOLDS IN A FLORIDA AQUARIUM



Chief scientific defect of ordinary aquariums is their segregation of hostile species of fish. The dream of a vast tank with many windows, where spectators could observe the actual struggles of submarine existence, long has stirred the minds of ichthyologists. Eight years ago a group of wealthy game fishermen became interested in the project, lent their aid in raising \$500,000 for construction.

On June 23 the Marine Studios—containing the two largest individual aquariums ever built—were opened to the public at Marineland, 18 miles from St. Augustine, Fla. Through 200 glass portholes on different levels at sides and bottoms of the tanks, observers watched 2,500 fish of 75 different species swim, fight, die exactly as they would in the open waters of the Atlantic. They saw bright coral fish hiding amid the seaweed, sea grass and rocks lining the sanded floor. They saw hundreds of them vanish between the fierce teeth of shark, swordfish and giant ray.

More than a show place, the Marine Studios have already initiated research in certain unexploited fields of marine biology. With the new facilities at their disposal, scientists are examining the habits and life cycles of little-known species; determining the relation of fish behavior to the water's salinity, temperature and oxygen content; investigating microscopic plant and animal life.



In the empty tank, prior to the opening, attendants check water pipes, place a rotted ship's keel on bottom for atmosphere. Note the piles of sand in background. This tank is 100 ft. long, 40 ft. wide, 18 ft. deep. The smaller tank is circular, 75 ft. in diameter, 11 ft. deep.



Loggerhead turtle swims into a school of jacks, catches himself a fish dinner. Supplies of small fish are constantly replenished from the sea. Loggerheads, commonest of sea turtles, usually reach 200 lb. Note the barnacles on this one's head, the moss on his shell.



A helmeted diver makes a final careful check of the tank before the sharks are added. In the foreground is a triple-tail fish, so-called because its long fins often extend beyond its tail. At right is the ship's keel which is shown being installed in the empty tank above.

CONTINUED ON NEXT PAGE



These porpoises are the only ones in captivity. Heretofore they have died when confined in small tanks. They are the fastest creatures in the sea. Observers in airplanes have clocked them at 70 m.p.h. Marine acrobats, they can make 90-degree turns at full

speed, jump three feet clear of the water's surface. Since ancient times porpoises have been known for their lively, playful antics about ships on the high seas. Like whales they are warm-blooded mammals, breathe air at the surface, bear and suckle their young.



A southern ground shark is hooked by fishermen of the Marine Studios. It is drawn toward boat where it will be jabbed with hypodermic needle attached to a long pole.



Drugged, the shark is drawn into the stern of the specially-constructed fishing boat. The bare-legged fisherman standing inside the well is confident of sedative's effect.



Still dozey, the shark is examined in a special flume outside the tank before being admitted. If it has suffered a hemorrhage during capture, it will be returned to the ocean.

JULY, 1938

LISTEN



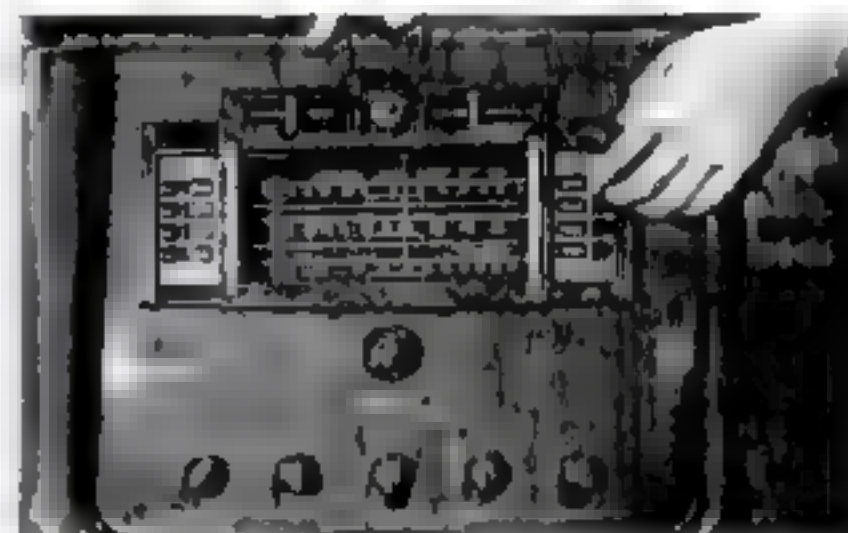
A 4-Page Advertisement of the Radio Corporation of America

No. 12



The RCA Family gather to hear the family of RCA go on the air. Here are a few of the 3,500 folks from the RCA Victor plant at Camden, N. J.—and their friends—who visited Atlantic City for the broadcast of the Magic Key of RCA on Sunday, May 22, in honor of RCA Victor distributors. On the stage the Philadelphia Symphony Orchestra—you can hear this great orchestra when you please through Victor Records. In front of stage are seen some of the new 1939 RCA Victor Electric Tuning radios.

HOW THE JOHN SMITHS GOT THE RADIO THEY WANTED



Electric Tuning... Captured John Smith's fancy in 1937, really started working for him in 1938.

About a year ago RCA Victor introduced a new idea that proved to be a great one. It was Electric Tuning. Its operation, tersely described in the six words, "push a button, there's your station," captured the public fancy. Demand for RCA Victor Electric Tuning instruments ran ahead of the supply for months, and this in spite of the fact that the lowest priced model cost \$150. It was instantly apparent that John Smith, typical American radio listener, wanted Electric Tuning.

But while thousands of John Smiths bought the new sets, there were other thousands whose budgets did not permit such a purchase. The strong desires of these John Smiths were felt by radio dealers, were reflected by them to RCA Victor. The situation amounted to a definite challenge to RCA ingenuity. RCA Victor research men readily accepted the challenge. How well they met it is told in these pages.



Going to work for the John Smiths—The news went back to Camden. "The John Smiths want Electric Tuning radios. What can you do about it?" The engineers answered "We'll do plenty." Photo shows Engineer W. P. Short, in charge of home receiver design, and associate, W. P. Magninnie, as they start back at the slide rule stage to solve the problem.

LISTEN GOES TO A 1939 COMING-OUT PARTY

SEE PAGES 2 and 3

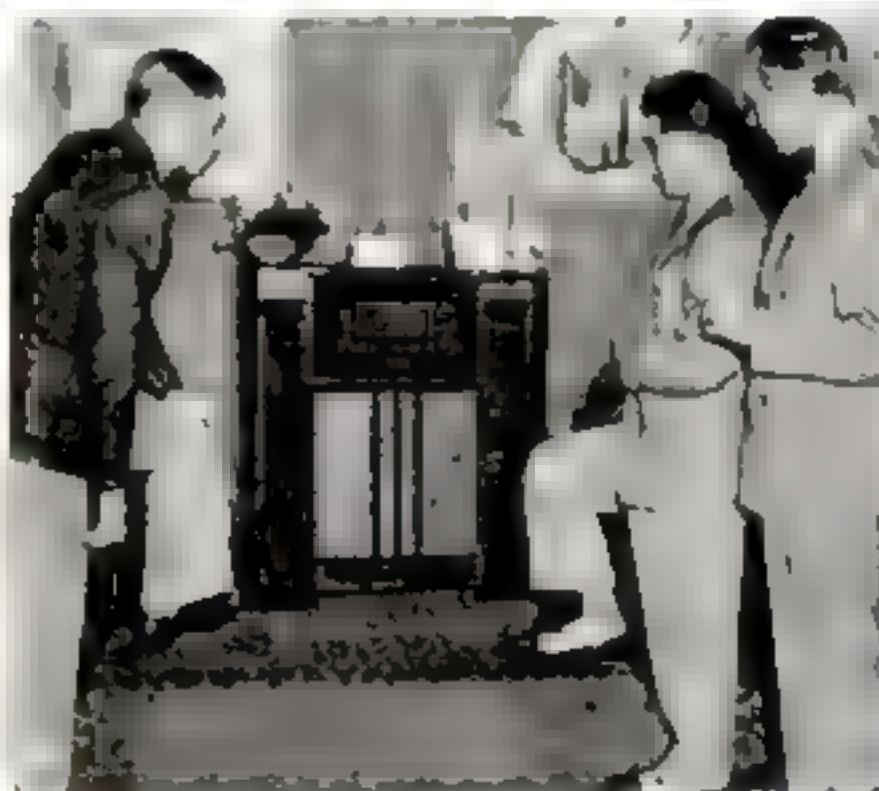


Star of the party was difficult to select among such a galaxy, but consensus favored impressive Model 97KG. Housed in a brilliant new style of cabinet, named because of its lines—the Console Grand, this instrument baffled experienced radio men who tried to guess its retail price. Its superb appearance, Electric Tuning, tone quality, and numerous features led smart judges of merchandise to estimate price at about \$130. Great was the surprise when figure was revealed to be only \$85*.



Noble setting for noteworthy tone—The 18th Century cabinet of Model HF-4 (shown in full in photo hanging above it) expresses quality that fits well with its High Fidelity performance. Experts were amazed that this instrument costs only \$175*.

(right above) A break for music lovers agreed all as they got full effect of the beautiful design created by Victor's famed cabinet shop for star performer 97KG.



Most famous name in music takes on renewed interest with 1939 RCA Victorolas which combine radio and record playing. This model, U-128, has automatic record changer, top loading needle arm, radio with Electric Tuning for 8 stations, other ingenious features, costs only \$185*, a new low for such an instrument.

PREVIEWING THE NEW 1939 RCA VICTORS

No movie preview ever was awaited with more interest than that felt by RCA Victor's scores of distributors, and thousands of dealers, about these new radios. They knew that what the John Smiths want now is Electric Tuning. Could they have it? Here are some photos taken at Atlantic City 6 weeks ago and at French Lick, Indiana, 4 weeks ago, when radio distributors gathered to see how latest RCA Victor creations would answer this question. That the answer was satisfactory is attested by fact that these men placed orders for millions of dollars worth of these new instruments.



Hottetz praised its principles—The tone which last Spring won praise of great violinist is combined with a short-wave radio in luxurious RCA Victor High Fidelity Model HF-5.



Mastery planning is seen in all the 32 new RCA Victor Electric Tuning instruments. Last year few would have thought this big Electric Tuning console 96K2 could be built to sell for \$69.95*.



Victor Record Sales Soar—The new Victor Higher Fidelity Records are selling faster every day as millions discover joy of "the music you want when you want it" played by world's greatest artists. In background above is ideal record department planned by famous designer for Victor Record dealers.



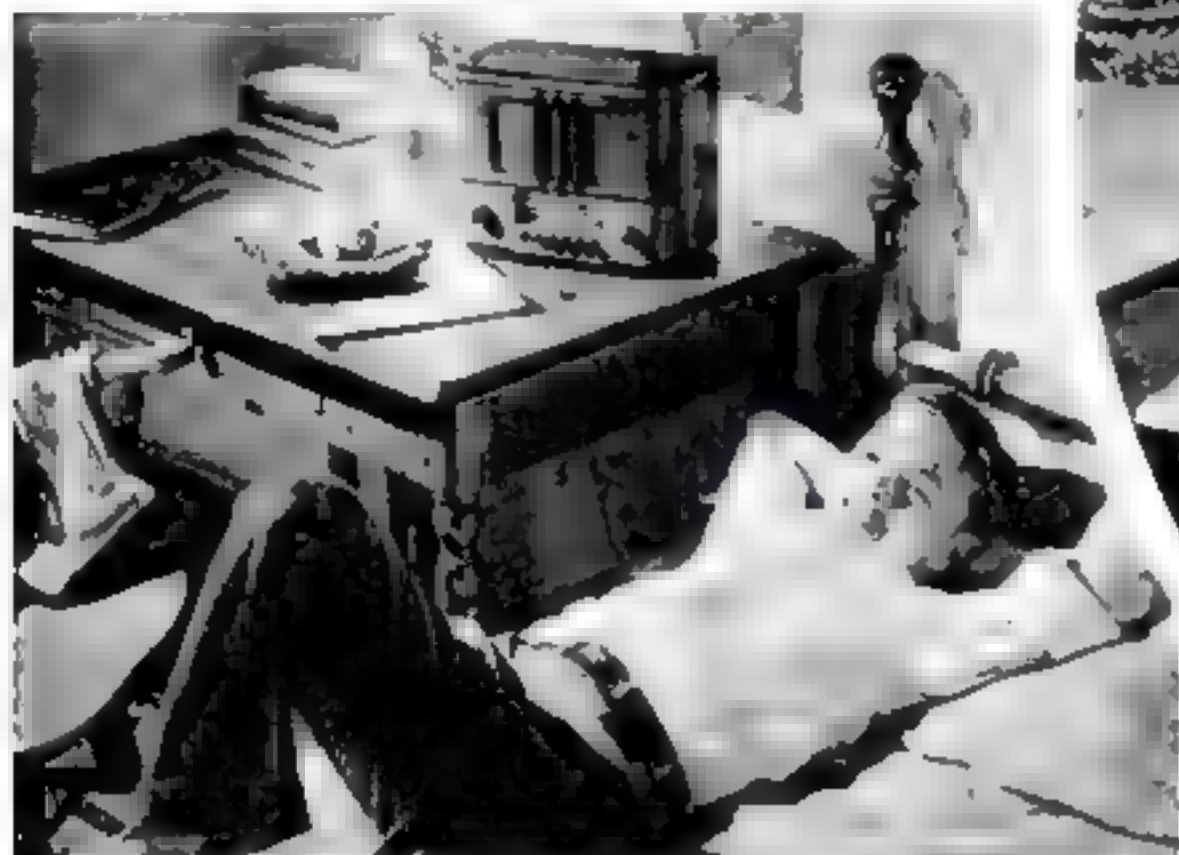
Advertisement

RADIO CORPORATION OF AMERICA
Radio City, New York

RCA Manufacturing Co., Inc.
Radiomarine Corp. of America
National Broadcasting Company
RCA Institutes, Inc.
RCA Communications, Inc.

AND SO THE SMITHS HAVE WHAT THEY WANT

As listeners are discovering at their RCA Victor dealers' stores, there is now Electric Tuning for All. And so everywhere the Smiths are buying RCA Victor Electric Tuning radios. The particular "Smiths" shown at right chose star of the show 97KG, plus an RCA Victrola Attachment to play Victor Records through the radio. —"Me, too," says John Smith, Jr. (below) "Now I have my own radio. It's an RCA Victor 95T5. Dad said the set for our living room cost so little, he could get one for me, also."



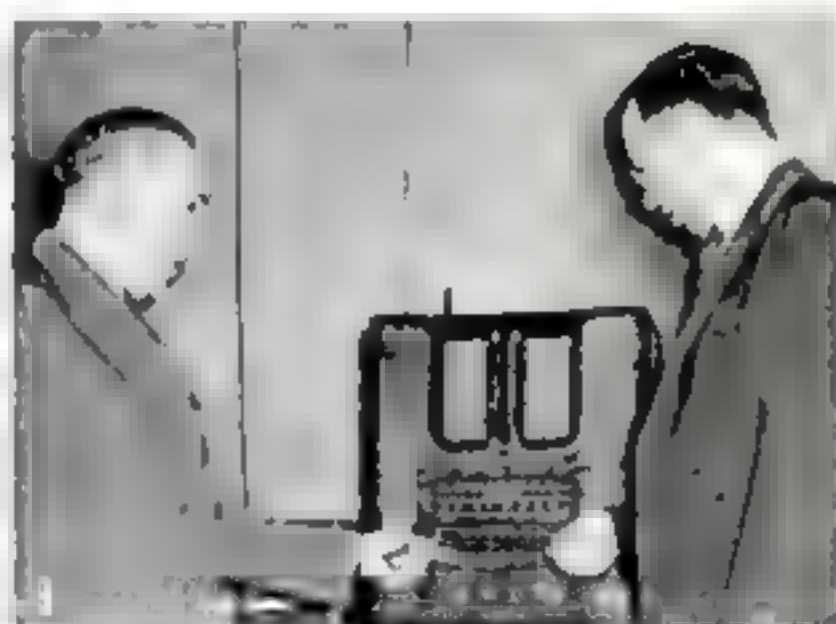
House of the year—You'll see this play house in RCA Victor dealers' stores from coast to coast. Its purpose is to show that there is an RCA Victor for every room this year—that the "one set" home is not up-to-date nor, in the light of RCA Victor prices, is it necessary.

Some of the men who have invested millions to help provide Electric Tuning for All

(Numbers refer to pictures)

1. Oscar J. Brunner, Southern Equipment Co., San Antonio; Robert Peake of Peaslee Gaulbert Corporation, Dallas; John Crosswy, Hendrie & Bolthoff Mfg. & Supply Co., Denver. 2. M. B. Mack, Sidles Co., Lincoln, Nebraska. 3. F. L. Koon, W. G. Wals Co., El Paso, Texas; Mitchell Edwards of Lamar-Rankin Co., Atlanta, Georgia. 4. W. J. Lancaster, A. H. Meyer, M. G. Sues of Leo J. Meyberg Company, California. 5. E. H. Cowan, Southern Hardware & Bicycle Co., Jacksonville; W. S. Pinkston of Electric Supply Co., Tampa. 6. Harold Kay and B. D. Levin of Hamburg Bros., Pittsburgh; Ray Rosen, Raymond Rosen & Co., Philadelphia. 7. Miss Adele Holtz, Taylor Electric Co., Milwaukee, Wis.; Lou Hock of Radio Distributing Co., Detroit. 8. Paul R. Krich and Max Krich, Krich-Radiaco, Inc., Newark, N. J.; Irving Sarnoff and Charles Sonfield of Bruno-New York; Alan Steinert, Eastern Company, Boston. 9. John McGregor, McGregor's, Inc., Memphis; E. E. Powell, Electrical Supply Co., New Orleans. 10. Art Beyer, Automatic Sales Corp., Houston; Harry Levy, Interstate Supply Co., St. Louis.

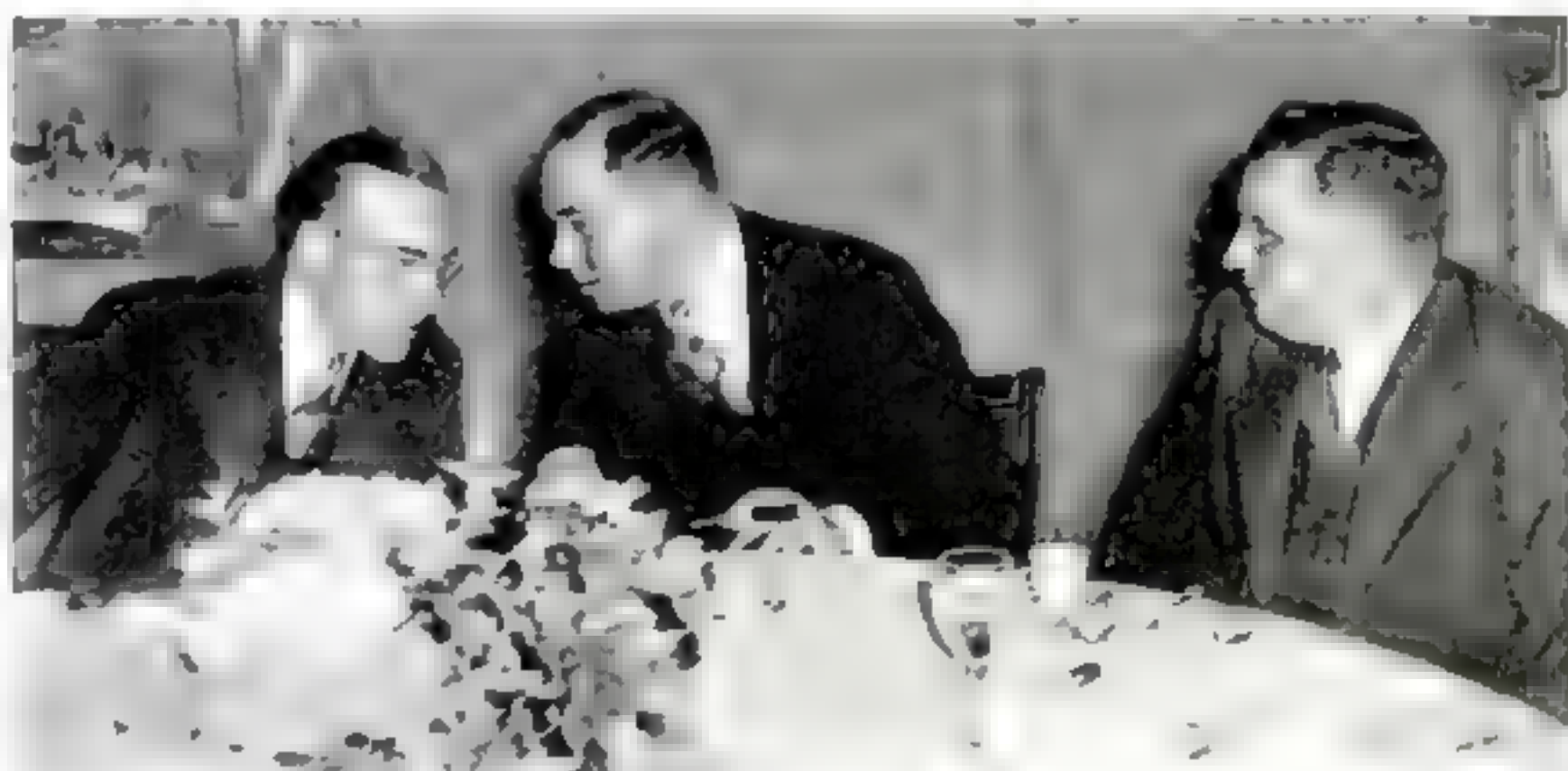
*Prices f.o.b. Camden, New Jersey—subject to change without notice.



It has authority—Table instruments that speak up with the quality and tone of big consoles provide fine performance for those with limited space in the home. Shown is Model 99T, in new Continental style cabinet, priced at \$89.95.*

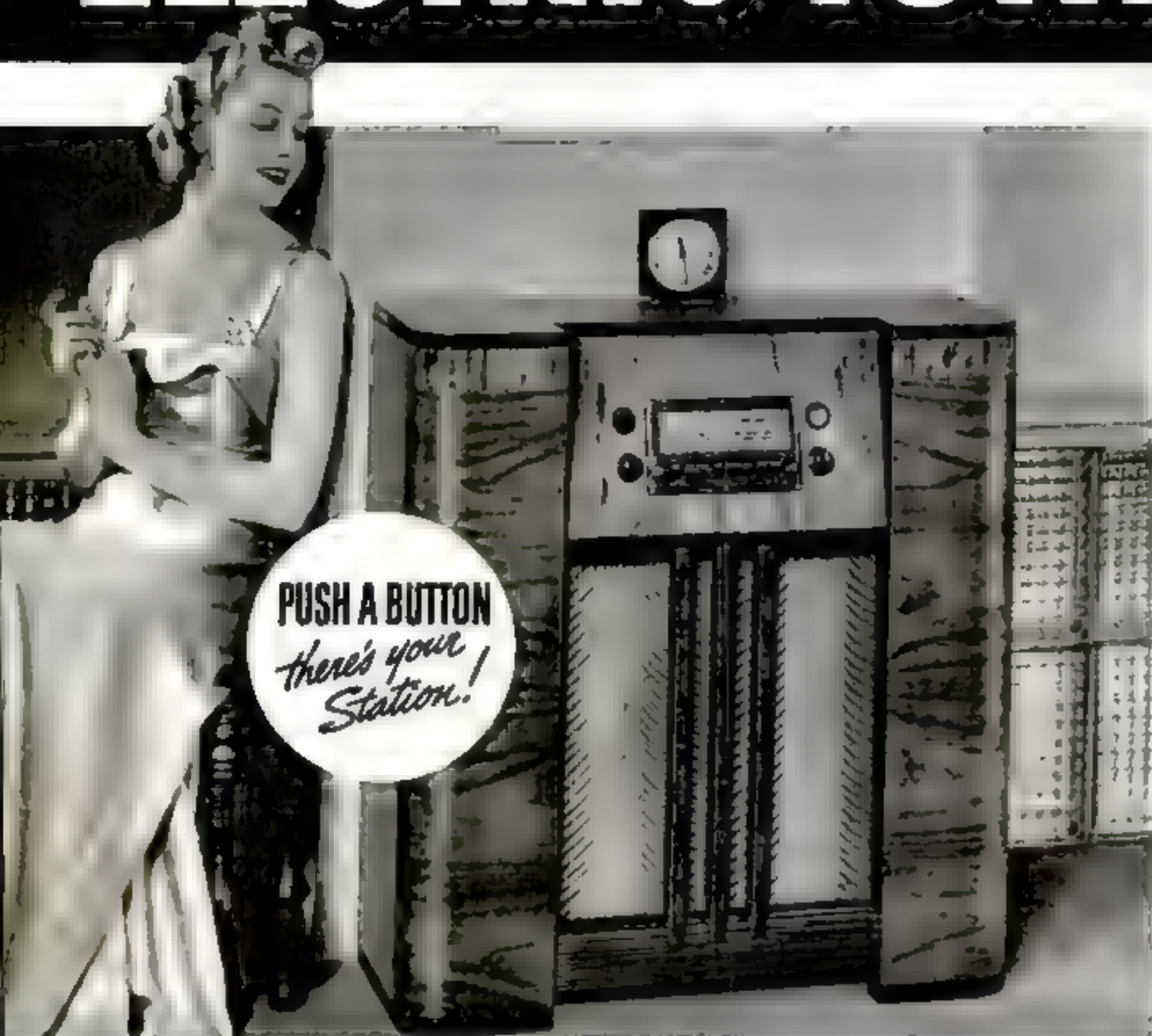


Deep meditation as distributors estimate price of another brilliant newcomer, Console 99K (for picture and price see next page). General opinion—RCA Victor 1939 models show greatest advances ever made in one year by any set builder.



Genial head of the RCA Family is David Sarnoff, once a radio telegraph operator. He is shown above at Atlantic City dinner for RCA Victor distributors. Listening to Mr. Sarnoff is H. C. Bonfig, Sales-Managing Vice-President of RCA Manufacturing Company, and known to hundreds of radio men as "Bonnie." At right is Robert ("Bob") Shannon, Vice-President and General Manager.

Thirty-two new 1939 models offer you greatest values in 40 years as
RCA Victor presents
ELECTRIC TUNING *for All*



Here are some of the sensationally priced new instruments now ready at your RCA Victor dealer's

During forty years of craftsmanship Victor has become world-famous for the quality and value of its sound reproducing instruments. And in the new 1939 RCA Victor models, all previous values have been surpassed. You will see, after only a few minutes in any RCA Victor dealer's store why this is true. You will see why the most experienced radio dealers agree that these radios represent the greatest advances ever scored in one year by any set builder. And you will see that "Electric Tuning for All" means what it says, means that at the price you have in mind you can have a genuine RCA Victor Electric Tuning radio, a typical example of how RCA serves the public interest.

The Console Grand, newest RCA Victor cabinet idea. Its long, low lines are particularly suited to almost every living room. The model shown is 97KG which lists for \$85*. The Console Grand model at this sensationally low price is the kind of extra value made possible by RCA Victor's unmatched experience. It has Electric Tuning and Victrola Push-Button, RCA Victor Metal Tubes, short-wave reception and other up-to-the-minute ideas.



PUSH A BUTTON
there's your
Station!



Finer tone than you ever heard—and finer design also. Besides the unusually fine tone of RCA Victor Higher Fidelity radios, their cabinets will delight you. One of the new 18th Century consoles will fit into your

home as if it had been made to order for you. Shown is Model HF4. Improved Electric Tuning, Victrola Push-Button and other features make it a supremely fine radio. At \$175*, it is an amazing value.

\$25.95 value, in Victor Records and RCA Victrola Attachment, for \$14.95

The Victrola Push-Button allows instant switching on of the Victrola Attachment (right) which plays records through your radio. You can get a \$14.95 (net price) Victrola Attachment, \$9 worth of Victor Records of your own choosing, a \$2 subscription to the Victor Record Review and membership in the Victor Record Society, all for \$14.95. Ask your RCA Victor dealer for details.



HERE ARE TWO OF RCA VICTOR'S 44 FEATURES



NEW Victrola Push-Button (see description at extreme right)



NEW RCA Victor Metal Tubes—used only in RCA Victor Radios and Victrolas.

Here's convincing proof of extra value. This is the 1939 RCA Victor Console Model 99K, which has Electric Tuning, Victrola Push-Button, Magic Brain, Magic Eye, full vision Dial and many other features. This brilliant radio is comparable to instruments that sold for \$150 last year, yet it is priced at only \$99.95*.

You can buy RCA Victor radios on C.L.T. easy payment plan... Any radio instrument is better with an RCA Victor Master Automatic... *All prices C. S. B. Camden, New Jersey, subject to change without notice.

RCA presents the "Magic Key" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network



RCA Victor

A SERVICE OF THE RADIO CORPORATION OF AMERICA



LONDON MEDIUM SNAPS HIS OWN LEVITATION

This is a séance held early in June in London's Conway Hall. The bearded man in the air is Colin Evans, an amateur medium. To squelch skeptics of his ability to be levitated by spirits of the dead, Mr. Evans permitted a London newspaper to set up its camera in the dark séance chamber. When the spirits had supposedly lifted him high out of his chair, Medium Evans pressed a button at the end of

the wire in his hand, which turned on an infrared light which exposed the photograph you see here. (Infrared light does not disturb psychic vibrations.)

Magicians point out that Evans' blurred feet indicate that he has simply jumped high into the air. His shoes are unlaced for relaxation. At this moment everybody is singing *Tea For Two*. Some feats of psychic levitation baffle scientists, but not this one.

CADET LANDS AT 60 M.P.H. IN PLANE WITHOUT WHEELS

At noon on June 18 two brand-new \$50,000 Navy scout planes which were being ferried cross-country from Washington, D.C. to San Diego, Calif., arrived over Fairfax Field in Kansas City. One landed safely. But in the other Pilot Robert Slye, 25-year-old Navy cadet, found his retractable landing gear jammed, the right wheel refusing to drop. *Problem:* Should he and his passenger, a West Pointer on furlough, bail out and let \$50,000 go hurtling to destruction? Or should they stay in and try a pancake landing, gliding to earth at 60 m.p.h.? On the ground an ambulance, fire truck, crash truck and crash tractor waited for the worst. Thousands of people, summoned by radio, gaped. Two Kansas City *Journal-Post* photographers, one on the ground and one in the air, made this remarkable picture-record of Pilot Slye's brave decision (*left*) and the crowds that flocked to encircle his plane, cheer his feat.

Down on its belly at 60 m.p.h. plucky Pilot Slye brought his wheelless plane, skidding 300 ft. To exhaust his gas-

oline supply, and thus avoid possible explosion and fire, he had circled over Fairfax Field for 3½ hours.



AMBULANCE FIRE ENGINE TRUCKS SPEED OUT TO PANCAKE CRASH

CHEERS GO UP WHEN PILOT AND PASSENGER CLIMB OUT UNHURT



SPECTATORS STREAM ACROSS FIELD TO GROUNDED PLANE

SPECTATORS NOW ENCIRCLE NAVY PLANE ONLY SLIGHTLY DAMAGED



YOUNG MAN KILLED IN AUTO CRASH

Eye Witnesses Blame
Crash On Defective
Automobile

John H. Zetter, Jr., was instantly killed at 10:30 last night in an auto accident occurring at the corner of Myrtle Avenue and Second Street. Witnesses said that suddenly his car seemed to go out of control as young Zetter attempted to turn the corner at high speed.

Zetter's car sideswiped a sedan being driven by George Lealie and then swerved to the other side of the street and crashed against a lamp post. Officer James Smith who reached the scene of the accident immediately after it happened promptly put in an ambulance. Zetter was driven to the hospital.

*Don't let
this happen
to YOU!*

Have your Car Safety-Checked every 1000 miles

39,700 persons killed last year in auto accidents! 1,221,090 persons injured!

What caused this frightful, shameful record? Reckless driving is one cause. Unskilled driving another. And still one more is UNSAFE cars.

Some cars are so old and worn they cannot be made safe for driving. But most cars can. And that puts the question directly up to the individual owner.

So—have your car Safety-Checked every thousand miles. Resolve to do it! Adopt the

Safety-Check habit today. Keep it up!

Go to any Veedol dealer and he will Safety-Check your car without a penny charge. He will Safety-Check your tires and steering gear. He will Safety-Check your lights, windshield wipers and other accessories that contribute to safe operation.

He will Safety-Check your lubrication, for lubrication is a safety factor in your car. Defective lubrication is often the cause of sluggish power, stiffness of operation and, hence, balky response.

Don't compromise on your lubrication

either in amount or quality. For your motor demand Veedol, Aristocrat of 100% Pennsylvania Motor Oils. And, for your greasing jobs, demand Veedol Greases which are equal in quality to the famous Veedol Motor Oil.

Millions of motorists prefer these Veedol products year after year. For economy. For dependability. And to protect the safety operation of their cars.

This is one of a series of messages published by Tude Water Associated Oil Company to promote Safe Driving.



Copyright 1938
by Tude Water
Associated
Oil Company

SAFE DRIVING BEGINS WITH A SAFE CAR



*Gordon's has
the Advantage*

DRINKS NEVER TASTE THIN WITH

OF LIQUEUR QUALITY & HIGH PROOF, 94.4

It's an advantage worth having! For Liqueur Quality means richer flavor, velvety smoothness. And High Proof, 94.4, means sustained flavor—drinks that never taste thin.

Gordon's Gin

THE HEART OF A  GOOD COCKTAIL

Danielle Darrieux

She came from France to become
the rage of Hollywood

At right is the way Danielle Darrieux looked when she arrived in New York last Sept. 30. Only a few Americans then knew her as the tragic girl who died beautifully, with rarely a smile, in the French movie *Mayerling*. Upon arrival Miss Darrieux had, besides this reputation, a Hollywood contract, a Scottie named Flora, and a French playwright-husband.

Recognizing in Danielle Darrieux a new type of beauty, LIFE sent Photographer Fritz Henle about New York with her. He photographed her at her hotel, at lunch, shopping on Fifth Avenue, posing for *Harper's Bazaar*, getting her hair shampooed and styled at Helena Rubinstein's (see LIFE, Oct. 25).

New York then learned that Danielle Darrieux was 20, had been born in Bordeaux of a French father and an Algerian mother, had begun acting at 14, had been an actress in Paris, Berlin, Munich, Sofia and Brussels, had married Henri Decoin, author of the play in which she made her stage debut.

On Oct. 3 Danielle Darrieux, her husband, dog and contract proceeded to the Pacific coast. It was admitted that, for achieving fame in Hollywood, she had as assets lovely gray-green eyes, an expressive mouth and a smattering of English. Yet movie critics wondered what her fate in the world's greatest film factory would be. Turn the page to see.



TURN PAGE FOR
NEW DANIELLE

BEFORE HOLLYWOOD, DANIELLE DARRIEUX HAD LONG WAVY HAIR, A CHECKED JACKET



Danielle and Flora, her Scottie, pace the deck of the *Normandie* upon arrival in New York. Her name is pronounced Dan-yell' Dar-yuh'. Her great-grandmother was American.



A new pair of shoes is bought by Danielle at Bergdorf Goodman on Fifth Avenue. An American friend holds the leash while Flora goes on an exploring tour of shoe salon.



A new coiffure is designed for Danielle by Josef, hair stylist at Helena Rubinstein's. He makes a crown of ringlets, names his creation the "Danielle Darrieux coiffure."

CONTINUED ON NEXT PAGE



AFTER HOLLYWOOD, DANIELLE DARRIEUX HAS RINGLETS, A CLASSIC EVENING GOWN

MOVIE OF THE WEEK:

The Rage of Paris

LIFE followed France's Danielle Darrieux to Hollywood. On Jan. 10 it reported that, together with Playwright-Husband Decoin, she had settled in a home at Bel-Air, where she realized her lifelong ambition of having a private swimming pool. It also reported that Universal had got in her more than it bargained for. Having hired her on the strength of tragic beauty in *Mayerling*, Hollywood discovered that she was vivacious and gay, could be impish and charming, had one of the most expressive faces and photogenic figures in pictures.

For seven months Universal and Danielle worked on her first American film. Universal decided on *The Rage of Paris* for a title, ordered three stories to fit it. Danielle worked hard to master English, danced, swam, rowed, played tennis and did her daily dozen to keep slim and graceful. On May 18 she sailed home to France. *The Rage of Paris* is now ready for the public.

That it will be a box-office hit is certain, for Danielle Darrieux is exceptionally lovely to look at. But she also knows how to act, wears clothes well and her French accent is charming. In short, as LIFE suggested upon her arrival last fall, she has everything that makes a first-rate Hollywood star.



1 A stranded French girl, Danielle tries to get a job as a photographer's model. By mistake, she gets the wrong address, wanders into a New York advertiser's office.



2 Half-undressed, she is appalled to learn that Douglas Fairbanks Jr. is not a photographer and doesn't want a model. Humiliated at his taunts, she leaves weeping.



3 A \$3,000 investment in clothes and a smart hotel suite is made by friends for Danielle. The game is to pose as a great Parisienne beauty, capture a rich husband.



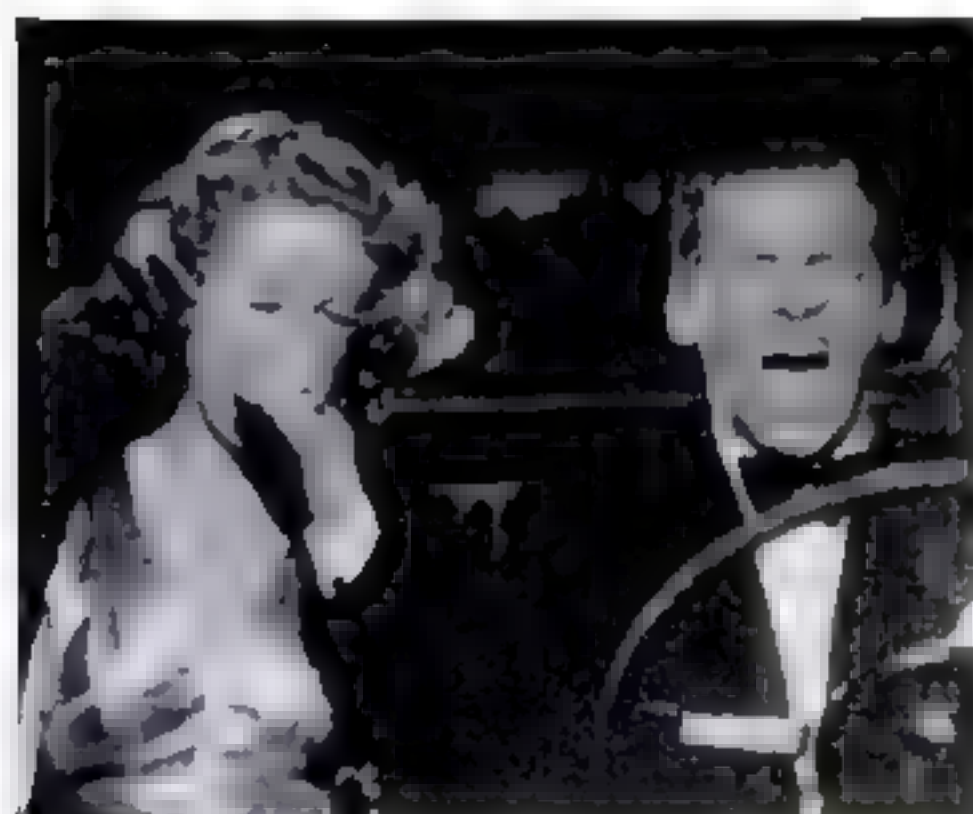
4 Potential catch is Louis Hayward, a handsome millionaire, whom Danielle pretends to mistake for a friend.



5 Trouble arises, after a smooth courtship, when Douglas enters Louis' opera box and recognizes Danielle.



6 A battle of wits ensues between Danielle and Douglas, who is determined to save Louis from an adventuress.



7 He kidnaps her the night of her engagement to Louis. En route to his mountain lodge, she bites his thumb.



8 A treacherous window catches Danielle when she leans far out to enjoy the view. Douglas has to rescue her.



9 Her injured back calls for medical care. Douglas, the woman-bater, is alarmed as he watches Danielle,

dressed in a pair of his oversized pajamas, pretend to suffer agonies. Reluctantly he rubs the injury with brandy.



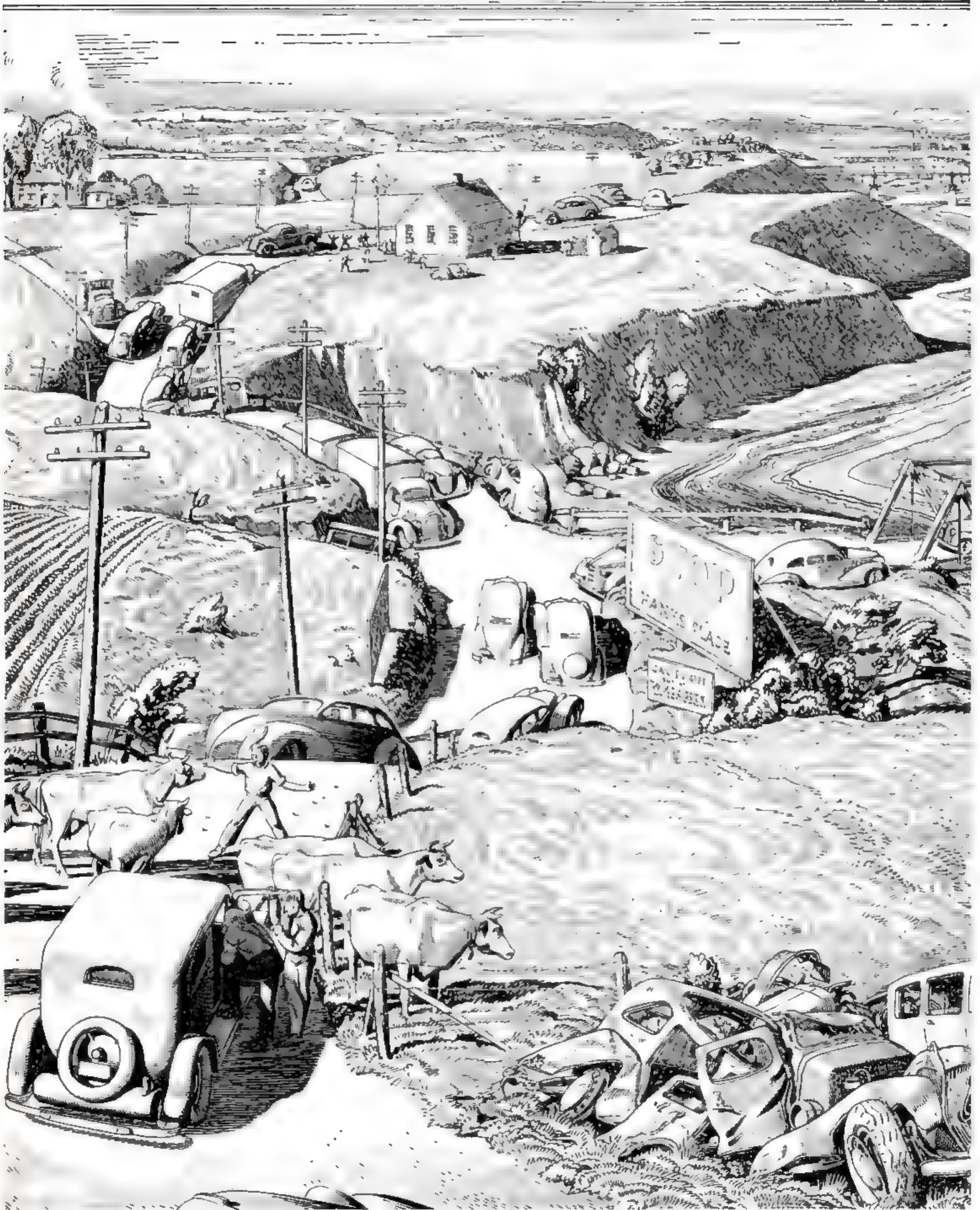
10 In bed at last, Danielle confesses that she loves him. Douglas' skepticism hurts her, and she runs away.



11 Bound for France, Danielle is taken to an upper-deck suite. Douglas bursts in, starts to change his shirt.



12 Frightened Danielle learns that Douglas loves her, has arranged to have the ship captain marry them.



A motorist's nightmare is here depicted by Rockwell Kent, who has included in it most of the menaces of country driving. Starting from the lower left corner, the driver swerves around a parked car, nearly runs down cows crossing the road, almost collides with another car coming out of a blind intersection at the foot

of a hill. He sideswipes a fence post to avoid a car coming from the opposite direction that is passing a trailer-truck on a curve. He reaches the top of the hill to find children playing ball on the road in front of the schoolhouse, then after a double curve unexpectedly comes upon a train at an unguarded crossing.

THE TRAFFIC PROBLEM

ITS BEST SOLUTION LIES IN FOOLPROOF HIGHWAYS

WHICH REDUCE DRIVER JUDGMENTS TO A MINIMUM

Over the weekend of July 4 automobile accidents in the U. S. will kill 300 people and injure 10,000 more. But, because these figures are just impersonal statistics, they don't mean much to you. You are an intelligent, careful driver and you are confident you won't get into a traffic accident over the Fourth. The 40,000,000 other drivers in the U. S. reason just as you do. Nevertheless last year's highway accidents took a toll of 39,300 lives. If everybody living in the town of Santa Monica, Calif. had been killed during 1937, the statistical result would have been the same.

In 1924 a few people first began to realize that traffic might become the menace it is today. That year highway congestion, which is the root of the traffic problem, became very bad and traffic fatalities soared. Young theorists like Dr. Miller McClintock, now No. 1 U. S. traffic expert, were ridiculed for making suggestions which might then have eased highway congestion and saved tens of thousands of lives. Instead, the public demanded that roads be widened. They were, at great cost, but it did not relieve congestion. And traffic policemen were ordered to arrest everyone doing over 25 m.p.h. on open roads, over 15 m.p.h. in communities. At this point automotive transportation in the U. S. almost bogged down.

The potential speed of new cars was constantly increasing while the average speed of traffic in business districts was dropping from 25 to 20 to 17.5 m.p.h. Police commissioners helplessly watched traffic accidents increase until they totaled nearly 500,000 fatalities in 15 years. And the taxpayer, who had spent \$16,500,000,000 for a fine highway system, found that hard roads and wide streets were not enough to make motoring relatively safe.

By 1929 the situation had reached a crisis. A long inquiry showed that there were countless factors involved in traffic accidents and that most accidents were due to bad driving. Among those studying the problem was Dr. McClintock, now head of the Yale Bureau for Street Traffic Research, who compared the road to a river. He noted that when a river eddies around obstructions, churns its way through bottlenecks, plunges over falls and finally loses all its energy in an endless series of loops, engineers correct the defects by deepening the channel, eliminating falls, dynamiting obstructions and cutting a straight course through the loops. The same engineering principles,

Dr. McClintock decided, should be applied to the flow of traffic on a road as to the flow of water in a river. Water, however, never makes mistakes of judgment by itself whereas the human beings who drive the cars that compose the traffic do make such mistakes. Hence it was Dr. McClintock's idea that what the U. S. motorist needed most was foolproof roads on which the minimum of human judgment was required.

Such a road is the so-called "limited way" which eliminates the four types of traffic friction by use of overheads at intersections, a dividing island between traffic moving in opposite directions, and accelerating and decelerating lanes. A few limited way roads have been built in the U. S. New York's Henry Hudson Parkway, Massachusetts' Worcester Turnpike and the depressed highway running through St. Louis are some of the best examples. They have not only made driving a hundred times safer, but have removed 95% of traffic congestion and doubled the speed of traffic.

Education and enforcement are doing much to relieve the present accident situation but safe highways are the ultimate answer to the problem of traffic. Until such time as the country demands a thoroughgoing modernization of its road system along scientific lines, the other safety factors to be observed by the public are:

THE CAR. Though new cars are 95% foolproof, they don't stay that way. If you want to avoid accidents, have brakes and headlights tested regularly, replace tires when they become worn smooth.

ENFORCEMENT. Speed in itself is not dangerous. Speed limits should depend on the quality of the highway and the traffic conditions at any given time. Traffic officers should spend less time chasing drivers doing a few miles over the speed limit and more time catching reckless drivers and controlling traffic at bad intersections. For the solution to the problem is not to stop traffic but to keep it flowing smoothly at the highest speed consistent with safety.

EDUCATION. Every youth in U. S. high schools should be given a scientific driving course. License tests should be much tougher and uniform in the 48 States. The examinations should include tests for reaction time, glare resistance, speed estimation and vision, in addition to the road tests. Experiments have shown that when a driver is aware of his physical weaknesses he will take them into account.



Dr. Miller McClintock was the first man to win a Ph.D. by writing a thesis on traffic, is now the foremost U. S. traffic engineer.



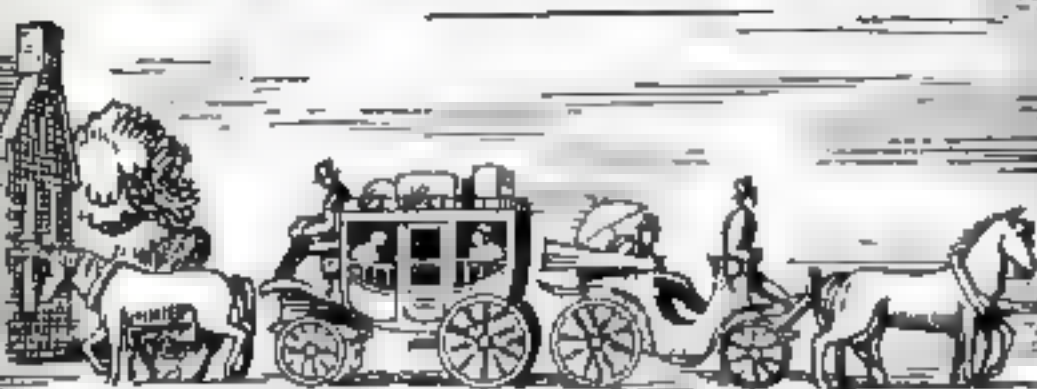
Paul G. Hoffman, president of Studebaker Corp. and of the Automotive Safety Foundation, is the civic leader of safety movement.



Rockwell Kent, artist and author, has scrupulously followed Dr. McClintock's theories in illustrating LIFE's traffic story.

TRAFFIC

AFTER 100 YEARS AMERICAN ROADS ARE ONLY

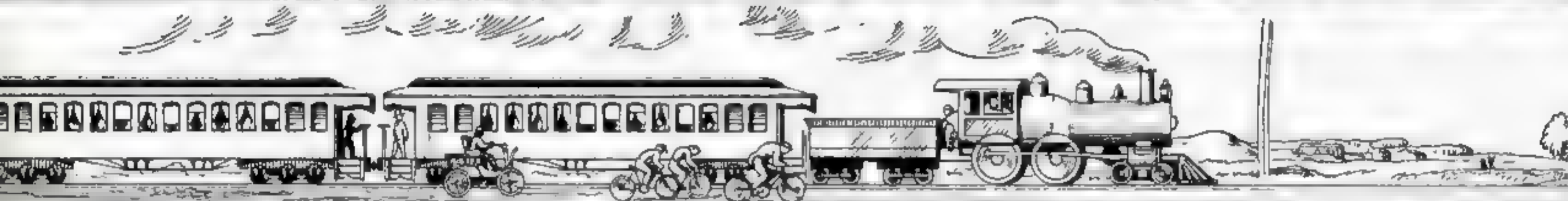


In 1838 the standard method of transportation was the stage coach, which averaged no more than eight miles per hour.



In 1868 steam trains were in general operation in the eastern part of the U.S. Starting from midtown Manhattan

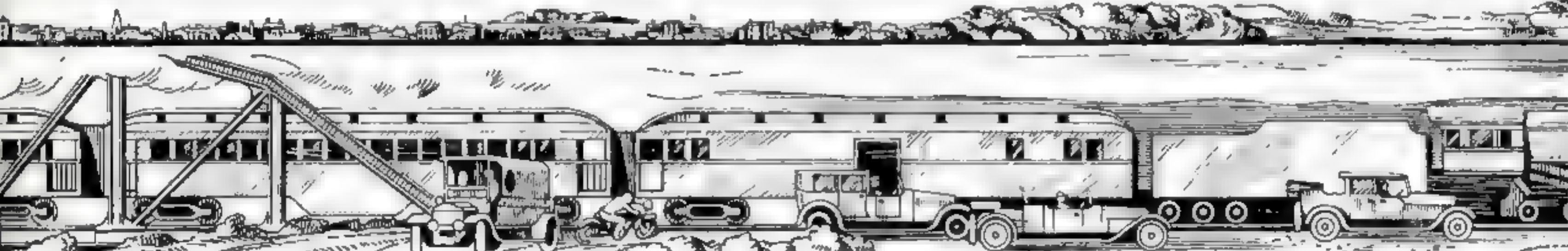
up the Hudson River the puffing locomotive could get its passengers about 18 miles out in the country in one hour.



In 1898 the railroad was king. The suburban trains of New York City reached out 25 miles in the first hour. The

well-to-do took to living in the country. A few of them used the 800 automobiles then in existence. These could

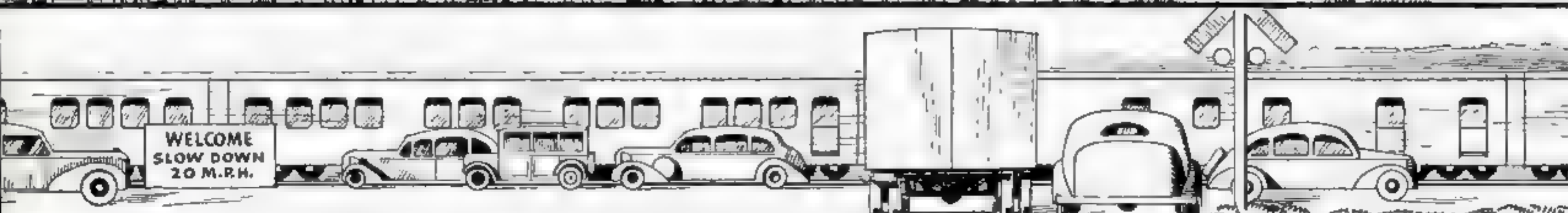
do 20 m.p.h. in spurts but could not be trusted actually to cover 20 miles in one hour over treacherous dirt roads.



In 1918 the trains got 30 miles out of New York City in one hour. Though the railroads were the safest and surest

means of locomotion, U.S. citizens already owned some 5,000,000 automobiles. As there was yet little traffic con-

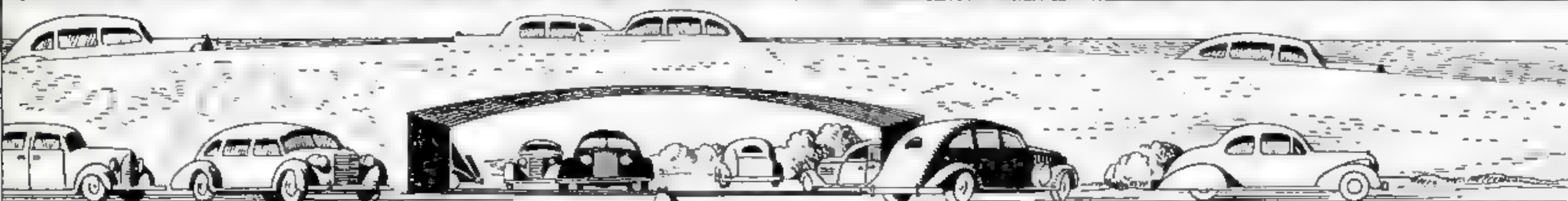
gestion, the driver could hope to do as much as 25 miles in an hour through city and suburbs if he had no blowouts.



In 1938 came the era of streamlined trains and cars. In open country, through trains now average 60 m.p.h., but

Manhattan commuters are rarely able to do better than 35 m.p.h. by railroad. Automobiles have a potential average

of 50 m.p.h., but congestion on ordinary streets and roads in city areas has reduced the over-all average to 20 m.p.h.



In 1958 the New York City commuter will be able to drive 50 miles to his office in an hour without ever doing more

than 55 m.p.h. From his home he will head for the nearest limited highway. As he gets into the city this road will be-

come an elevated highway. Four blocks from his office he will follow a ramp down to the street level, park his car

HALF AS FAST AS THE CARS TRAVELING ON THEM

The last 100 years have marked the most phenomenal progress in the history of transportation. The mushroom growth of railroads and automobiles has changed our concept of time and distance, has revolutionized and integrated the U. S. The Rockwell Kent drawings on these two pages show how our horizon of travel in one hour has increased in 100 years.

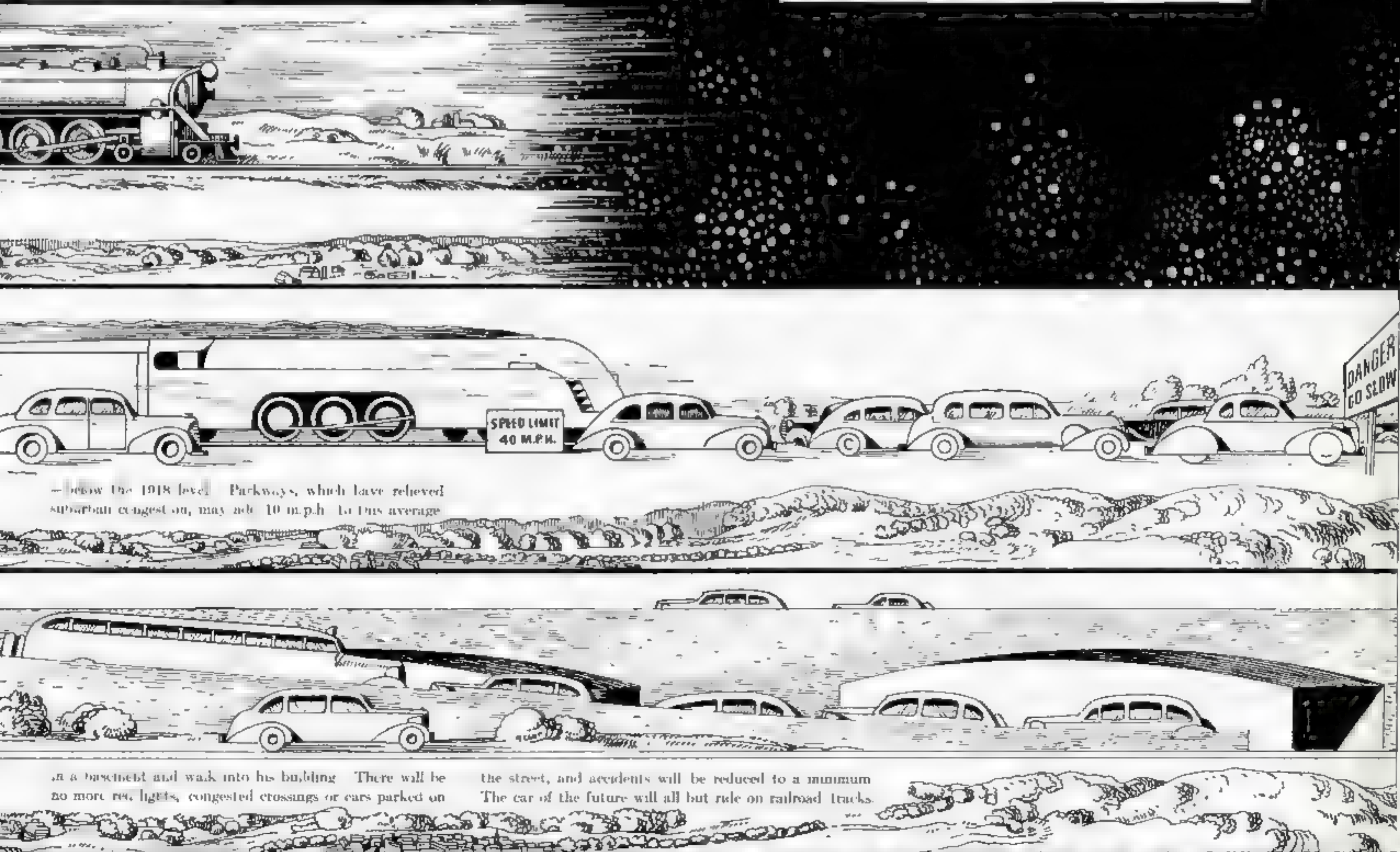
The picture strip at bottom of page represents 50 miles, which is the distance we will be able to drive in one hour in 1938. The length of the other strips measures distance that could be covered in one hour through cities and suburbs from 1838 to 1938. The point of departure is the center of New York City and routes are typical of major urban areas.

When the railroad made its big bow in the middle of the 19th Century, people thought it would become the only method of transportation and hence stopped building highways. As a result, the advent of the automobile in the early 1900's found only rough dirt highways in the U. S. By 1920, road builders had almost satisfied everyone by pulling the country out of the mud with the best highway system in the world, 3,000,000 miles of roads, many of them hard surfaced. In 1925 automobile designers began building a new type of car—fast and brilliant. The increased speed of these automobiles immediately made roads obsolete from the safety angle, necessitated straightening of curves and removal of obstructions.

Meanwhile passenger car registrations were tripling during the 1920's, reaching 23,000,000 in 1930. Congestion became so acute that the car lost much of the efficiency the manufacturer had built into it. The public then clamored for wide roads and got them. These, it was soon realized, were no help.

Today, the U. S. has 29,000,000 cars and trucks. But people still find that traffic congestion and accidents (59,500 deaths in 1937) rob their cars of much pleasure and profit. So now they ask for education and enforcement, but most of all they want roads as modern as the automobiles they drive.

CONTINUED ON NEXT PAGE



Below the 1918 level. Parkways, which have relieved suburban congestion, may add 10 m.p.h. to this average.

in a basement and walk into his building. There will be no more red lights, congested crossings or cars parked on

the street, and accidents will be reduced to a minimum. The car of the future will all but rule on railroad tracks.

TRAFFIC THESE ARE THE FOUR MAIN TYPES OF ACCIDENTS

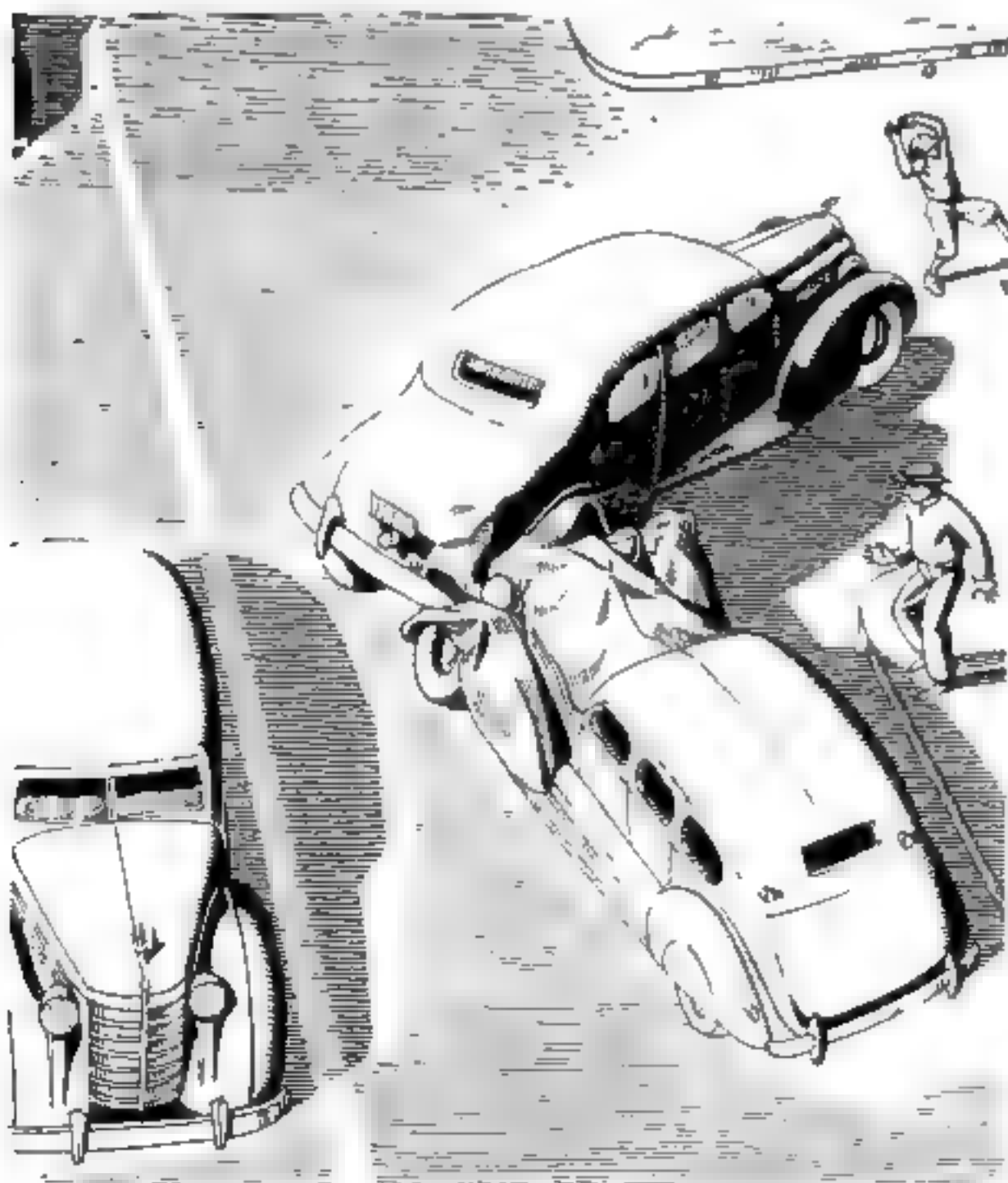
Dr. McClintock's theory is that traffic is a fluid composed of streams of cars going in the same direction and in opposite directions. When these streams rub against each other or against obstructions on the road they create friction which in turn creates congestion or accidents. All accidents and congestion are attributable to four types of friction, which must be eliminated to prevent accidents and achieve efficient traffic. Below Rockwell Kent illustrates these four types.



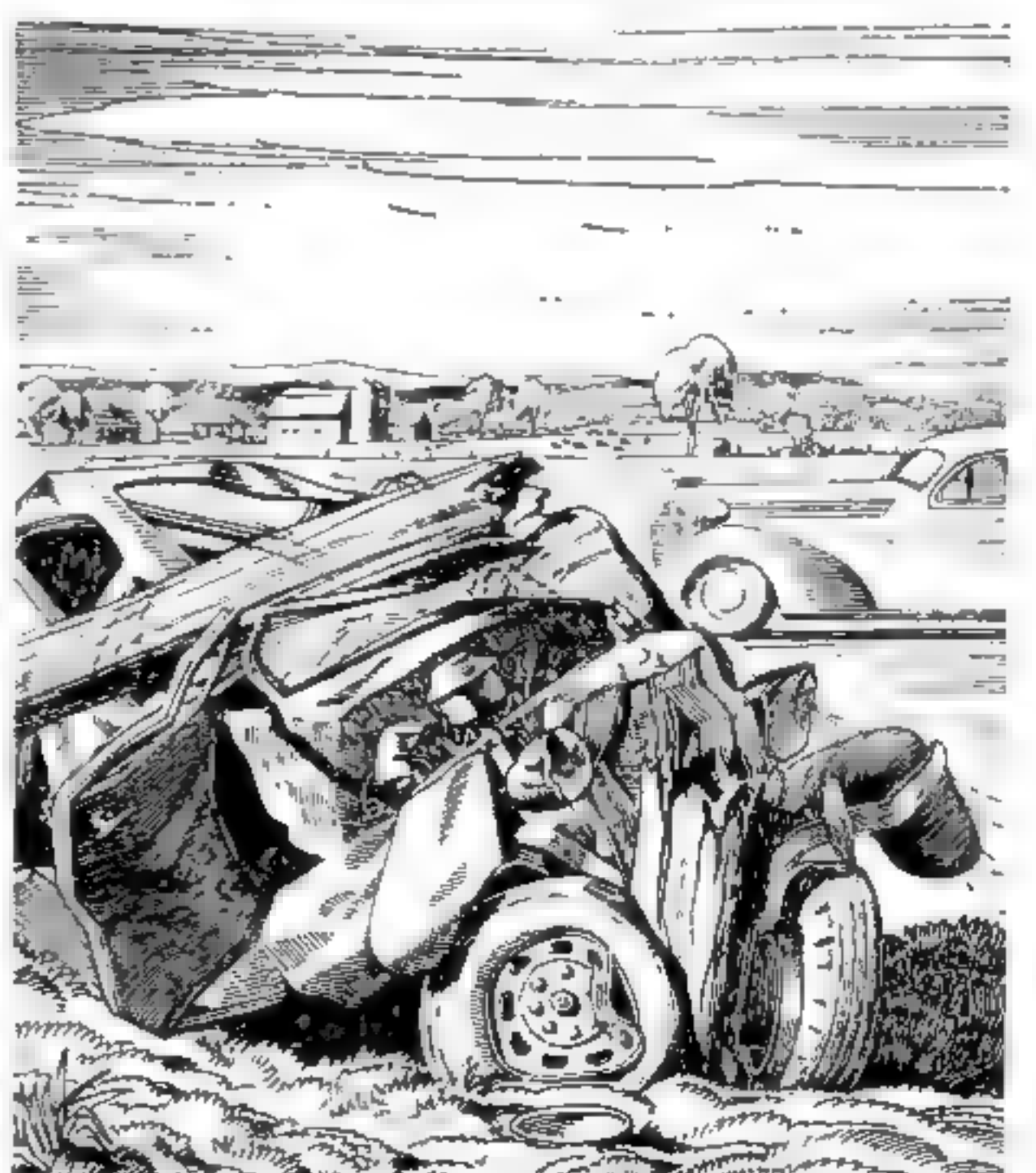
TYPE I. Metnal friction occurs when cars coming in opposite directions meet head on, causes 17% of accidents.



TYPE II. Intersectional friction occurs at crossings. This type makes for worst traffic jams and 19% of accidents



TYPE III. Internal stream friction is caused by cars flowing in the same direction, creates 44% of traffic accidents.



TYPE IV. Marginal friction is blamed on obstructions on the side of the road, produces 20% of traffic accidents.

AND THESE ARE THE PEOPLE WHO CAUSE THE FOUR TYPES OF ACCIDENTS

Though the majority of accidents are caused by relatively innocent drivers, a fair percentage are the result of inexcusable negligence or stupidity on the part of a small number of drivers. Below you see twelve examples of persons who are not aware of the death-dealing qualities of the modern car. Most of these drivers can be educated to drive carefully. But where education fails, The Law must go into action by putting such drivers permanently off the highways.



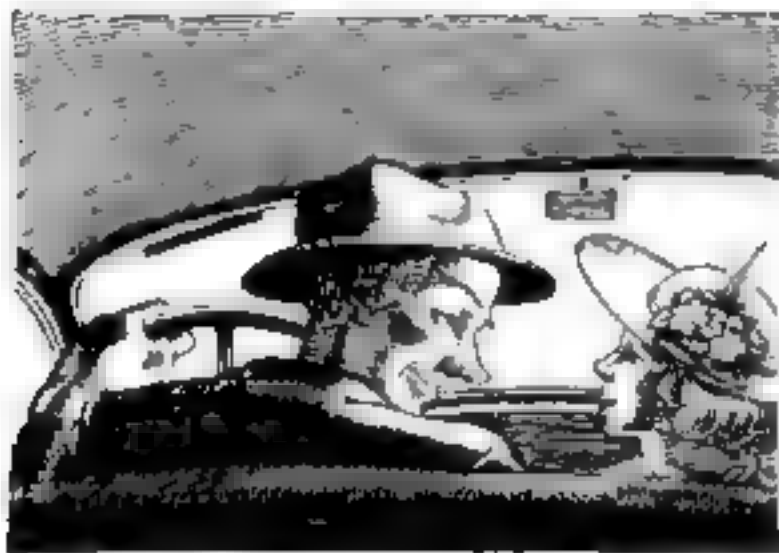
DIRTY WINDSHIELD



GLARING HEADLIGHTS



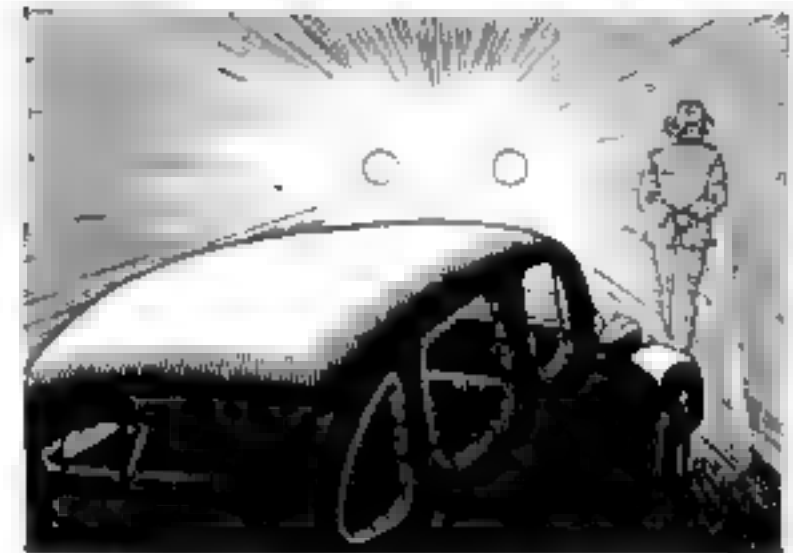
LIGHTING CIGARETTS



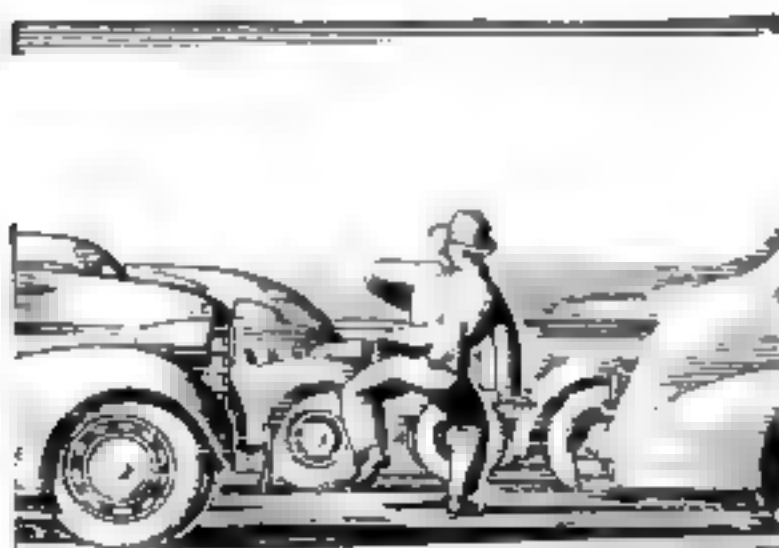
CONVERSATIONALISTS



DRIVER-LOVER



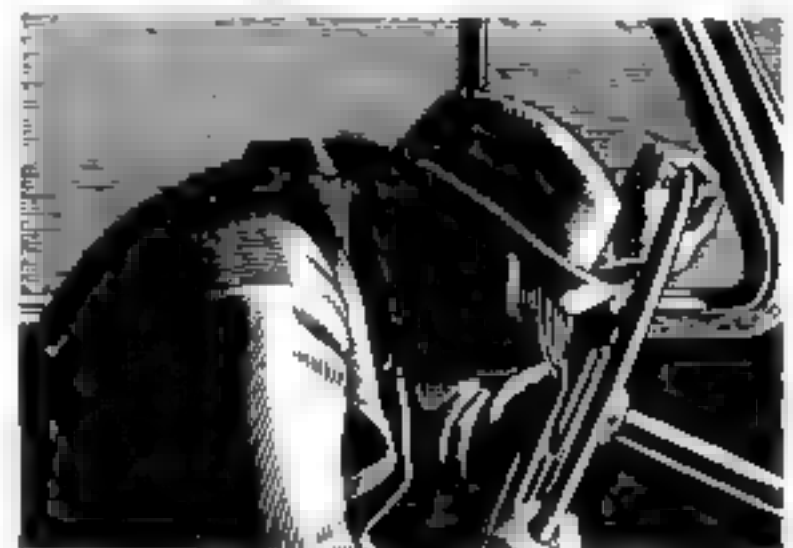
WALKING ON WRONG SIDE OF STREET



THE JAYWALKER



THE DAYDREAMER



ASLEEP AT THE WHEEL



THE ROAD HOG



THE DRINKER



FOUR IN FRONT SEAT

CONTINUED ON NEXT PAGE

TRAFFIC

THIS ONE-LEVEL CITY INTERSECTION OF TODAY



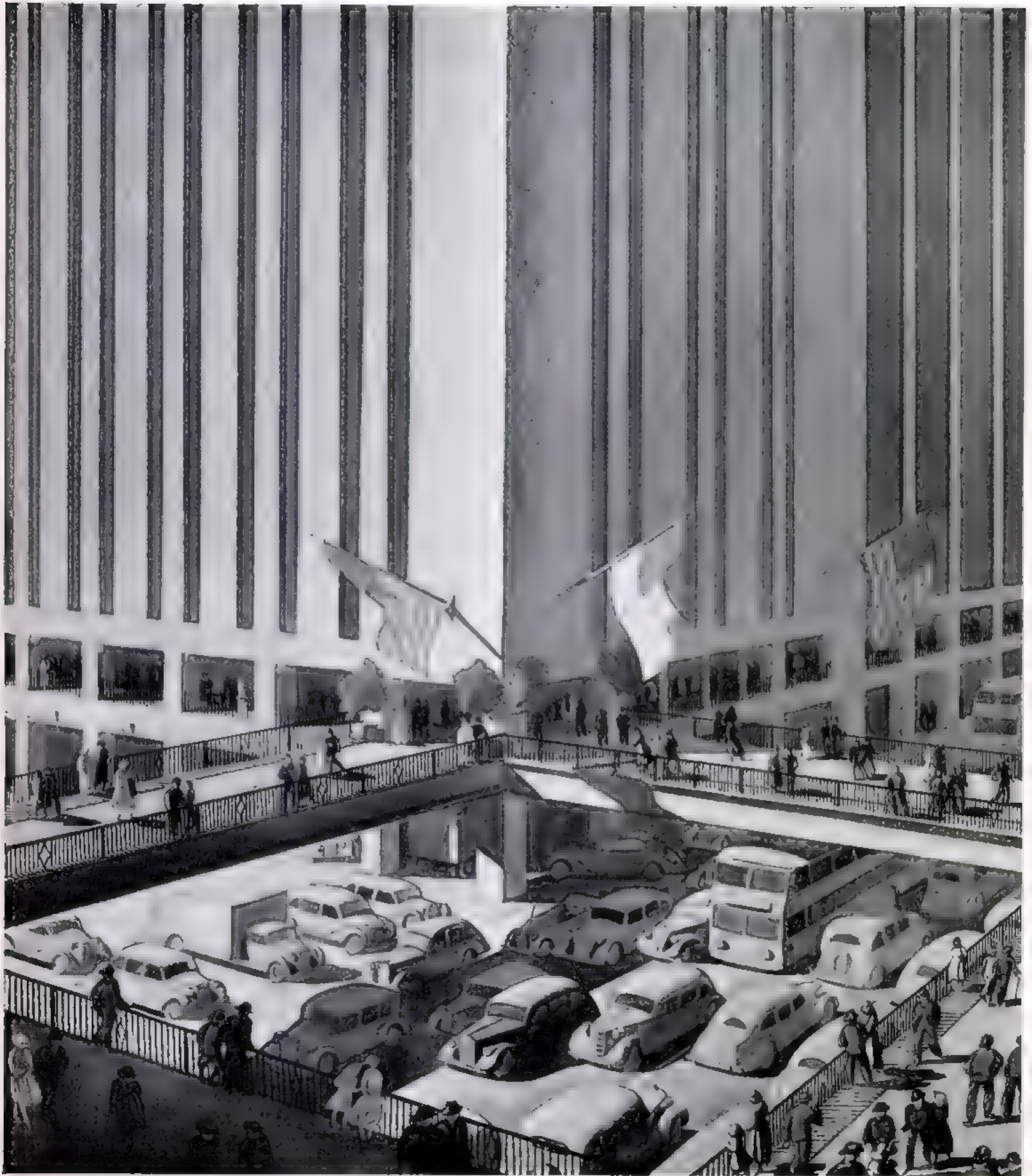
This picture shows the intersection of Fifth Avenue and 39th Street in New York City. Traffic lights keep streams of traffic pretty well under control. But neither lights nor policemen can keep pedestrians under control. Hence intersections become primar-

ily a scene of battle between pedestrians and cars.

As lights turn green the cars, edging forward in a mass movement, temporarily frighten the jaywalker back to the sidewalk. But as soon as a group of 20 or more pedestrians collect on one side of the street,

they pluck up their common courage and surge into the street. Then cross-town traffic stalls and when lights change the downtown cars can't move. Consequently New York cross-town traffic averages 7 m.p.h., and up-and-downtown traffic, 11 m.p.h.

WILL BE THIS TWO-LEVEL INTERSECTION OF TOMORROW



Twenty years from today the same intersection shown on opposite page will look like this Rockwell Kent drawing. A few elevated highways will accommodate through traffic and the street level will be reserved for local traffic only. A shopper will park

his car in a basement parking space, take an escalator up one floor where he will find a sidewalk recessed in the building. To go from one block to another he will walk over these pedestrian bridges. Window displays will be located on the second floor.

Thus urban pedestrians who account for 70% of city fatalities will be safe from traffic injury. And once pedestrians are removed from the street level, there will be less congestion and fewer accidents resulting from drivers dodging jaywalkers.

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New York's Henry Hudson Parkway cost \$2,000,000 per mile. This new divided highway carries 50,000 cars a day, has an accident rate 3% of that of a highway parallel to it.



St. Louis depressed highway avoids most intersections by cutting right under them. Built at a cost of \$600,000 per mile, its principal drawback is that it has no dividing island.



The cloverleaf on the Henry Hudson Parkway is the solution to safe intersections. To get onto the highway you

follow a circular ramp, enter the main traffic stream only after having caught up with its speed on special accelerat-

ing lane. Because of excellent overhead lighting, only parking lights are allowed, thus eliminating dangerous glare.

TRAFFIC SAFE HIGHWAYS ARE COSTLY

But in the long run they save the public money

The examples on these two pages prove that safe highways can be built. The very best type follows Dr. McClintock's limited way principles. It has four lanes separated at the center by a dividing island, which prevents cross-overs and head-on crashes. Overhead passes eliminate intersectional friction. The establishment of accelerating and decelerating lanes does away with the perilous problem of entering the highway. Prohibiting parking and closing off abutting property takes care of marginal friction.

The main objection to highways like these is that they are tremendously expensive. This expense lies mostly in the capital outlay. But great as it is, this cost may be only a fraction of the sum needed for simple street widening. On the other hand the public in 1937 suffered an economic loss of \$1,700,000,000 in traffic accidents, not counting 39,300 deaths and 1,360,000 personal injuries. It paid big insurance premiums because accident rates are high. And in cities it paid large sums to have a police officer at every intersection, lost much time and gasoline in traffic jams.

Hence the public should at least ask that as many safe roads as possible be built. If only one-tenth of the main arteries in the U. S. were limited highways the accident toll would be reduced by as much as 30%. And where overpasses and the purchase of abutting property prove too expensive, many lives can still be saved by building relatively cheap dividing islands like the one below.



This dividing island on Mount Vernon Memorial Highway near Washington, D. C. has eliminated head-on crashes.

Similar islands will ultimately separate all roads. It was a minor part of the \$470,000 a mile cost of this highway.

CONTINUED ON NEXT PAGE



Ramp around Grand Central Terminal in New York City is an elevated highway which speeds through-traffic safely.



White taxi (above) on ramp has caught up with truck on street at left and seconds later is well ahead (below).





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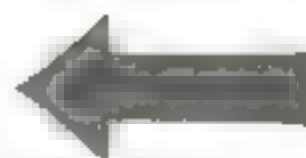
Page 52

TRAFFIC

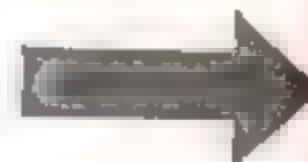
THESE 15 COMMANDMENTS WILL MAKE IT 90% SAFER

- Divide traffic lanes with islands
- Build grade crossings & overpasses
- Keep pedestrians off road margins
- Build entrance and exit lanes
- Improve overhead road lighting
- Have brakes checked regularly
- Dim headlights to reduce glare
- Prevent skidding by replacing tires
- Instruct youth in safe driving
- Make all license tests uniform
- Stop political "ticket fixing"
- Investigate causes of accidents
- Suspend licenses of repeaters
- Eliminate incorrigible drivers
- Jail habitual driver-drunkards

Week-end trip in California may mean hours wasted crawling along this road in San Fernando Valley, with about 400 cars packed into a half mile of road. If canalized, this road could carry twice as much traffic at better speed.



Unscrambling traffic according to modern methods is shown on the opposite page. This picture taken July 4, 1937, at an intersection of Long Island parkways, a few miles out of New York City, proves that congestion can be eliminated.





NOW THE FAD IS DOLLS' HATS

Did Comics Inspire These Pee-Wees?



© Walt Disney Enterprises 1937

Hailed in fashion cables from Paris as creations by Schiaparelli, Legroux Soeurs and Suzy are the startlingly minuscule hats which recently were seen at Eastern race tracks. LIFE hereby calls attention to the fact that these 1938 apologies for hats are adaptations of two American classics; at left, Mille Minnie Mouse in her piquant chapeau designed in 1928 by Walt Disney and at right, Happy Hooligan in his original stovepipe designed in 1900 by the late Fred Oppen.

The fact is that milliners, fearful every summer that women may go hatless, invent a new type of brief headgear. Last year it was the crownless turban. This year it's doll-sized hats.



By permission, King Features Syndicate



Lilies of the valley, on a pie plate of green leaves, held in place by an elastic band, make a 1938 summer bonnet.



Miniature of a regular hat is this pee-wee topper of black felt. Crown, brim and trimming are scaled to doll size.



Another head bouquet, this one is of red cherries. Others come with daisies, corn flowers, sell at B. Altman for \$3.95.



Front view, this looks as if it might do a head-covering job. Nine inches across, it is no bigger than the hat opposite. Made by Dave Herstein, it retails for about \$15.



Side view of the same hat at left shows how small it really is. Originally hat crowns were designed to cover the head, brims to frame the face. Note where this crown rests.



Andrey Gray, socialite, is here wearing at the Belmont Park race track (N. Y.) a red cherry bonnet like the one above. Actual size of hat is a disc 6 1/2 inches in diameter.



Here is a pee-wee leg-horn, reproduced actual size so that fashion-conscious readers may cut it out along the dotted line and see for themselves how they would look in a Schiaparelli stove-pipe. This one sells at Bonwit Teller for \$17.50

A POPULAR AUTHOR VISITS HIS LITTLE HOME TOWN FOR A "WORLD PREMIERE"

The lamp posts of Columbia City, Ind., were painted a bright new aluminum for June 18. For this was the day when Lloyd C. Douglas, best-selling "inspirational" author (*Magnificent Obsession*, *Green Light*), would again visit the place of his birth, would speak at the "world premiere" of his movie *White Banners*. Columbia City is a thriving little town (pop. 3,800), 130 miles from Chicago, proud of keeping abreast of the times. Publicity men stalked in a day in advance and rummaged around the streets in search of "hick" pictures for the press.

At 1:12 p.m. on the great day Author Douglas stepped off the train, was greeted by a small crowd and a company of Boy Scouts waving white banners. Then, as arranged by Warner Bros., he made a speech at the station, paraded through Main Street, made another speech on the courthouse lawn, visited the house where he was born and the church where his father preached, presented a script of *White Banners* to the public library, autographed books at the gift shop, posed again and again for pictures. Townsfolk wound up by being piqued at what they considered a publicity stunt belittling their community.



White banners and a small crowd of townsfolk greeted Author Douglas when the limited stopped at Columbia City.



Oldest practicing dentist in Indiana, with a high silk hat, chatted with Douglas for Warner Bros. publicity pictures.



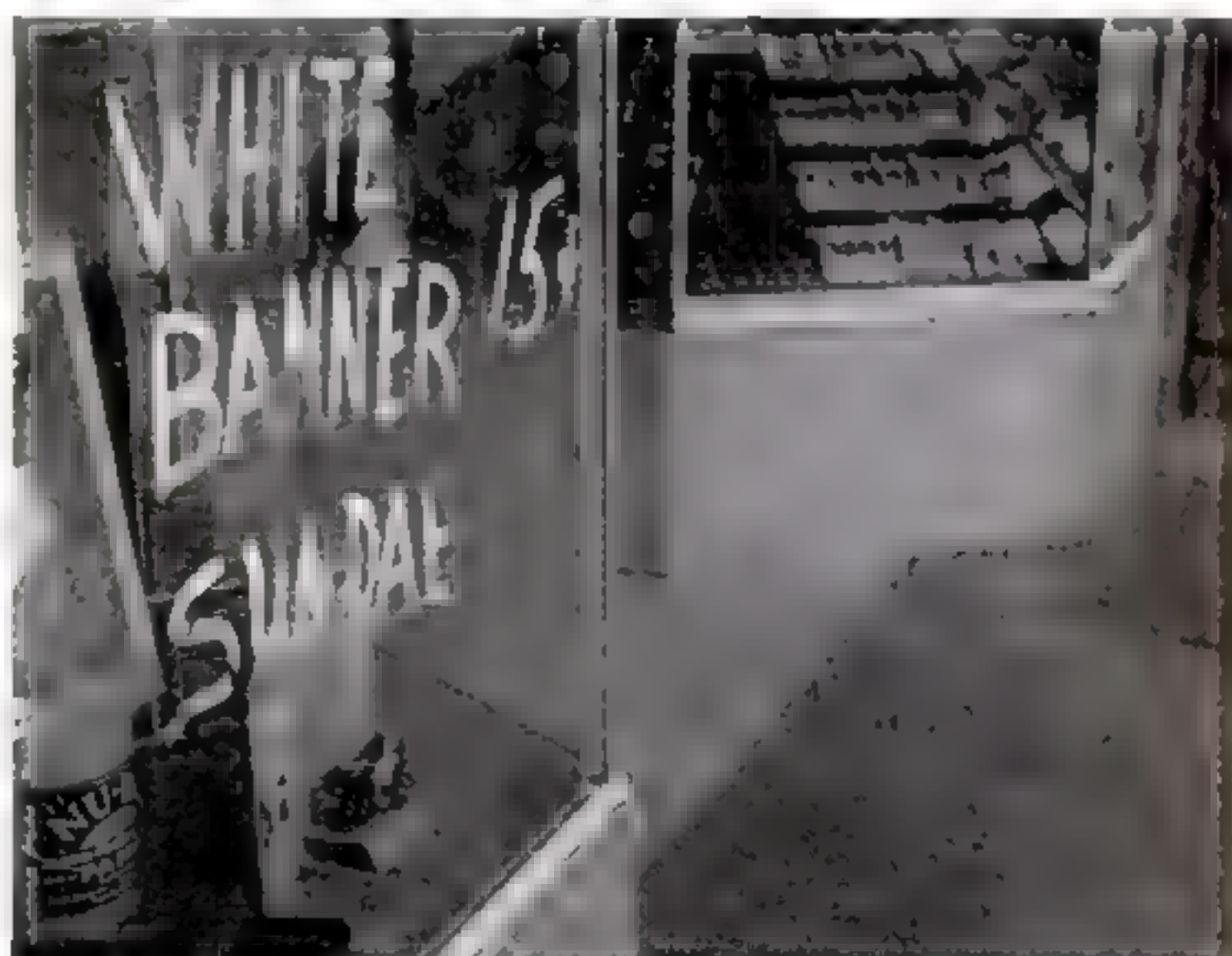
The high-school band paraded through Main Street for the "home town boy who made good." Douglas was born in Columbia City in 1877, preached 26 years before becoming a novelist.



Behind the band rode Author Douglas, waving to spectators from the back of a car. A newsreel man cranked away before him. Beside him sat the circuit judge and the mayor.



Local society folk bought tickets in advance. The "premiere" price was 75¢, too steep for most. *White Banners* is laid in a town like Columbia City which Douglas left in 1895.



"White Banner sundaes" were concocted for the occasion. Businessmen reluctantly bought "Welcome Home Lloyd Douglas" signs at \$3.50 each to decorate their store fronts.



House where Douglas was born was guarded by Boy Scouts. Banners symbolize his somewhat Pollyanna philosophy.



Douglas' mother is 90, still writes a weekly column for the *Monroeville Breeze*. He puts a shawl around her for pictures.



This bird's nest was made from beard of Douglas' father when trimmings landed in bush, were picked up by a robin.



An old resident, David Homer Buffenbarger, 76, passes up *White Banner* opening for less expensive showing at 30¢.



Bunting and banners decorated the face of the Columbia movie theater for Columbia City's first "world premiere."



The local confectioner is posed on a folding cot before the movie house. A newsreel cameraman directs his action.



"Waited 32 hours for opening" was the caption under this picture when released. Actually it was a publicity stunt. Townsfolk resented this and similar faked "hick" pictures.



The "world premiere" was a flop. Only 201 paid for tickets, though the theater seats 700. After the sentimental but beautifully acted picture, Author Douglas made another speech.



LIEUTENANT DOSH AND HIS BRIDE POSE FOR THEIR WEDDING PICTURE ON A WEST POINT HILLTOP BEYOND WHICH FLOWS THE HUDSON RIVER



Bride Betty Bloxsom of Rockland, Mass., stands with her father in the Chapel as chaplain asks "Who giveth this woman to be married to this man?" At left are West Point colors.



Chaplain Henry Fairfield Butt III bestows final blessing on a couple at West Point Chapel altar. At right are Lieut. Buckland, best man, and Margaret Seaver, maid of honor.

Life

Goes to a Wedding

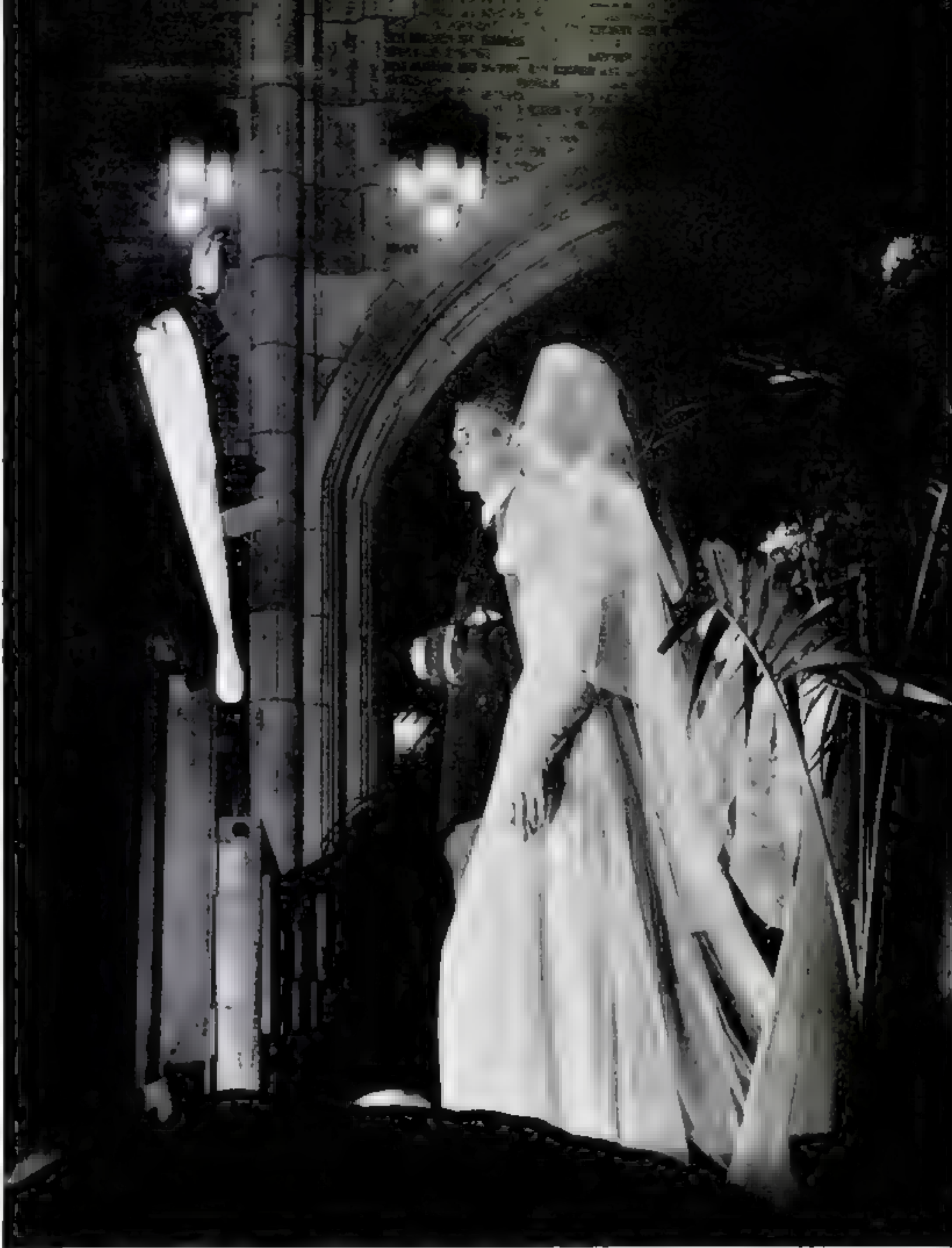
in the Chapel at West Point

At Annapolis graduates must wait two years to get married. At West Point, they may marry immediately on graduation.

Because West Pointers can count on the financial security of permanent jobs paying about \$150 a month plus living quarters, many a brand new second lieutenant takes prompt advantage of his matrimonial opportunities. This year during the week following the June 14th graduation no less than 30 members of a graduating class of 301 made Army wives out of 30 girls.

Five of these weddings occurred on June 16 when Lieut. Louis Nathaniel Dosh of Ocala, Fla., married pretty Betty Drummond Bloxson of Rockland, Mass., at West Point Chapel. Chaplain Henry Fairfield Butt III, who had rattled off 17 marriage services the day before, performed the ceremony. Three of Dosh's ushers were West Point graduates who, as lieutenants, wore the dress uniform of dark blue tunic and light blue trousers. The other three ushers were still cadets in the grey and white summer full dress uniform of the Point. One of these was Cadet H. T. Smith, now First Captain of the West Point Corps of Cadets who appears on the front cover of this issue with the bride.

The groom, who rated around the middle of his class, is 22. The son of a Florida newspaperman, he is taking his 19-year-old Massachusetts bride whom he met at the Point a year ago, on a Cape Cod honeymoon. His courting took place at West Point whose "Flirtation Walk," winding along the Hudson, is not disturbed by faculty officers. Sept. 15 he reports for duty at Fort Screven which is near Savannah, Ga.



CHAPLAIN BUTT PRONOUNCES LIEUT. DOSH AND BETTY BLOXSON MAN AND WIFE



A photographer arranges the bride's train for a picture of the saber ceremony just after the wedding. Usher J. R. Luper on the church steps at the right is a trifle beforehand.



Beneath drawn sabers of ushers bride and groom leave the church. Having drawn sabers for arch before altar, the ushers rush through a side door to meet the couple outside.

CONTINUED ON NEXT PAGE



1 The wedding reception was held in the home of Lieut. and Mrs. N. A. Costello on the West Point reservation. Custom decrees that bride cut wedding cake with groom's saber.



2 Helping his bride, Lieut. Dosh guides her as she cuts the wedding cake which was baked by Sam Souci of nearby Highland Falls. Fifty guests watched this ceremony.



3 Lifting out the first slice, the bride is again helped by the groom. Cadet officers get sabers free of charge. The rest of the class buy theirs for \$10.50 and up on graduation.



4 Licking crumbs off the saber concludes the West Point bride's first military maneuver. The rest of the cake is cut by a civilian knife for the benefit of wedding guests.

CASH CELEBRATION!

\$50,000.00

CASH CONTEST

CONTEST RULES

- 1 Hurry. Send in your entry today. Send in another next week, and the next. Keep trying until you win. Someone is going to get the cash prizes. And it can be you! Simply finish this sentence, "I like ROYAL CROWN Cola best because" with 25 additional words or less. Write your entry on the contest blank below or on a separate sheet of plain paper. Print your name and address clearly.
- 2 Send in as many entries as you desire for each week's contest and enclose with each one a top from a bottle of ROYAL CROWN Cola or a facsimile (drawing). Mail your entry to ROYAL CROWN Cola, Columbus, Georgia.
- 3 There are nine more separate weekly contests. The opening and closing dates of each contest are shown below. Entries for each week's contest must be postmarked before Thursday midnight of each week. Entries postmarked later will be entered in the following week's contest.
- 4 Entries will be judged for clearness, sincerity and originality of thought. Your own words are most important. Do not send fancy entries. All entries are carefully considered and the judging is done by an outside company—(Reuben H. Donnelly Corporation). Entries are not acknowledged since this is a weekly contest. Decision of judges will be final and duplicate prizes will be awarded in case of ties. All entries and contents become the property of ROYAL CROWN Cola. No entries returned.
- 5 Anyone may compete except employees of ROYAL CROWN Cola, their advertising agency and their families. Contests limited to United States and subject to Federal, State and Local regulations.
- 6 Prizes in each weekly contest are: First, \$1,000 cash prize to writer of best sentence. The next ten best receive \$50.00 each, and the next fifty best receive \$10.00 each. Total of 61 weekly prizes amounting to \$2,000 a week. All prize winners will be promptly notified. The contests are weekly, so if you do not win the first time, try again.

TUNE IN—For good music—good comedy—and good contest tips—listen to the ROYAL CROWN Revue every Friday night over NBC coast-to-coast network. See your newspaper for station and time.

CONTEST DATES

CONTEST	OPENS	CLOSES
17th Contest	July 1	July 7
18th Contest	July 8	July 14
19th Contest	July 15	July 21
20th Contest	July 22	July 28
21st Contest	July 29	Aug. 4
22nd Contest	Aug. 5	Aug. 11
23rd Contest	Aug. 12	Aug. 18
24th Contest	Aug. 19	Aug. 25
25th Contest	Aug. 26	Sept. 1



QUICK--Enter Now!
\$2,000.00 in Prizes Each Week

First Prize \$1,000.00
10 Prizes \$50.00 each
50 Prizes \$10.00 each

Couldn't you have loads of fun with \$1,000 in cold cash, right now? That's the first prize each week and there are 60 other weekly cash prizes. Someone is bound to win them, why not you? Get busy! Drink a bottle of ROYAL CROWN Cola. Its refreshing goodness will give you a grand inspiration for a prize winning statement. Answers such as this one may win you \$1,000. "I like ROYAL CROWN Cola best because the two full glasses in each 5c bottle mean added refreshment and added economy." Or, "I like ROYAL CROWN Cola best because of its grand taste, its real economy and its guaranteed purity." Read the simple rules. Send in your entry today. With 61 cash prizes each week, you have a wonderful opportunity to win.

Send Your Entry Today

**Mail Bottle Cap or Facsimile
 With Your Entry**



FILL OUT NOW!

I like ROYAL CROWN Cola best because

ROYAL CROWN Cola, Columbus, Georgia

Gentlemen, I have completed the sentence which begins, "I like ROYAL CROWN Cola best because," and you will find enclosed a bottle top (or a facsimile) from a bottle of ROYAL CROWN Cola.

NAME

STREET OR R.F.D. ADDRESS

CITY

STATE

**THIS ENTRY BLANK IS JUST FOR YOUR CONVENIENCE
 USE A PLAIN SHEET OF PAPER IF YOU DESIRE**

LIFE'S PICTURES



Rex Hardy Jr., LIFE staff cameraman (above), traveled up to Oregon at the invitation of Floyd Hanson, aerial cowboy, to take the photographs on pages 2-5 of Hanson herding wild horses by airplane. Hardy found Hanson a cool customer. "He is quiet and seems very competent," wrote Hardy. "He smokes while he flies, cupping his hands around his mouth and flying with the stick between his knees. Says it saves his nerves but I don't see how he could have any nerves."

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

- COVER—P. SCHERER
2, 3, 5—REX HARDY JR.
6—T. A. P.
9—MAGNIFICENT OQUINT—MRS. MATRICE V. OQUINT
10—MAGNIFICENT OQUINT
11—J. A. KICHLI etc. bot. rt. A. P.
12—A. P., ACME, M-G-M PHOTO BY WILLINGER
—A. P.—W. W., OTTO NADEL—BOSTON GLOBE
13—INT
14—GLOBE CINEMA CORP. etc. l. and bot. rt. A. P.
15—N. Y. DAILY NEWS PHOTOS BY JOE SPRAGUE
16—A. P., ACME—A. P. INT
17—P. L. W. W.—P. L., ACME
18—NACHRACH—K. A. A. P., N. Y. DAILY NEWS PHOTO
19—NACHRACH—N. Y. DAILY NEWS PHOTO (2), A. P.
20, 21—RALPH FORNEY COURTESY UTAH COPPER CO.
22—A. P.
23—ITEM TRIBUNE NEWS BUREAU—ACME, A. P.
24—C. B. BORJES
25—GEORGE WILLARD BONTÉ COLLECTION
26—KIDENSTADT-PIX
27—COURTESY PHILADELPHIA GALLERY
28, 30—DE PALMA FROM B. A.
31—P. L.
32—JACK WALLY FROM KANSAS CITY JOURNAL-POST etc. l. HOMER HALE FROM KANSAS CITY JOURNAL-POST
33—FRITZ BENKE FROM B. A.
34—UNIVERSAL PICTURES etc. l. MAURICE GOLDENROD FROM CHOWN FOTO FEATURES
35—UNIVERSAL PICTURES
36—HOCKWELL KENT
37—Bot. H. NORMAN TAYLOR, bot. rt. ACME
38, 39, 40, 41—HOCKWELL KENT
42—HOCKWELL KENT
43—HOCKWELL KENT
44—FAIRCHILD AERIAL SURVEYS, INC., RIBBON TILLERY-PIX—PAUL J. WOOLF PHOTO
45—HOCKWELL KENT
46—ACME
47—A. P.
48—WALT DISNEY ENTERPRISES 1937, by PERMISSION, KING FEATURES SYNDICATE
—KARGER-PIX HERBERT MATTER (2), MORGAN PHOTO SERVICE
49—KARGER-PIX
50, 51—TORKEL KORLING
52, 53—P. SCHERER
54—H. E. MCALISTER
55—Cen. LAWRENCE J. BACH

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; ©, COPYRIGHT, EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A. P., ASSOCIATED PRESS; S. A., BLACK STAR INT. INTERNATIONAL; M-G-M, METRO-GOLDWYN-MAYER; P. L., PICTURES INC.; H. A. E., HARRIS & EWING; W. W., WIRE WORLD

PICTURES TO THE EDITORS

TEXAS DUST STORM

Sirs:

I am sending you these pictures of a severe dust storm which struck Lubbock, Tex. at 2 p.m. May 30, 1938. The visibility was less than 100 ft for more than five minutes and the wind and dust

lasted over two hours. This storm rolled in from the west and southwest and plunged the city into complete darkness.

DARRELL MOREY

Lubbock, Tex.



DUST STORM APPROACHES CAMPUS OF TEXAS TECHNOLOGICAL COLLEGE



STORM HALF-CURTAINS THE SKY



A FEW MINUTES BEFORE BLOT-OUT

CONTRIBUTIONS: Minimum rates for all rights, including resale and reuse: \$5 per photograph. Amateur photographers are welcome as contributors but their work must compete with professionals on an equal basis and will be judged (and paid for) as such. Unsolicited contributions, however, whether professional or amateur will be neither acknowledged nor returned unless accompanied by adequate postage, packing and directions. And under no circumstances will LIFE be responsible for safe handling of same either in its office or in transit. Address all correspondence about contributions to CONTRIBUTIONS EDITOR, LIFE Magazine, TIME & LIFE Building, Rockefeller Center, New York.

LIFE



... ON THE AIR!

EVERY FRIDAY NIGHT AT 9:30 (EDST)

Beginning Friday evening, July 8—and thereafter every Friday, at 9:30 PM (EDST)—the editors of LIFE bring to the air a new series of broadcasts of The March of Time, consistently acclaimed radio's finest, most intensely dramatic program since its inception eight years ago. This new series—to be broadcast over a new and extended N.B.C. coast-to-coast network, at a new hour—will, like LIFE, present each week the high points in the news of the world, and the work, the achievements and fun of the world's people. It will recreate in the sharp dramatic focus of radio the things you see in LIFE—the people great and humble, the events solemn and light-hearted, thrilling and significant and strange—that make the life of the world each week so exciting to follow and so necessary to understand.

Pictured above is Westbrook Van Voorhis, narrator of The March of Time on the air and on the screen; his voice familiar to an estimated sixty million people, his face known to a scant thousand.

Over These Stations of the National Broadcasting Company

BALTIMORE	WBAL 8:30	NASHVILLE	WSM 7:30
BOSTON	WBZ 9:30	NEW ORLEANS	WDSU 7:30
BRIDGEPORT	WICC 9:30	NEW YORK	WJZ 9:30
BUFFALO	WBBR 9:30	OKLAHOMA CITY	WKY 7:30
CEDAR RAPIDS	WMT 7:30	OMAHA	KOIL 7:30
CHICAGO	WENR 8:30	PHILADELPHIA	WFIL 9:30
CINCINNATI	WCKY 8:30	PITTSBURGH	KDKA 9:30
CLEVELAND	WHK 8:30	PORTLAND	KGW 5:30
DALLAS	WFAA 7:30	PROVIDENCE	WEAN 9:30
DENVER	KOA 6:30	ROCHESTER	WHAM 8:30
DES MOINES	KSO 7:30	ST. LOUIS	KWK 7:30
DETROIT	WXYZ 8:30	SALT LAKE CITY	KDYL 6:30
FORT WAYNE	WOWO 8:30	SAN ANTONIO	WOAI 7:30
HOUSTON	KPRC 7:30	SAN FRANCISCO	KPO 6:30
JAMESTOWN	WJTN 9:30	SEATTLE	KOMO 6:30
KANSAS CITY	WREN 7:30	SHREVEPORT	KTBS 7:30
LOS ANGELES	KFI 5:30	SPOKANE	KHQ 5:30
LOUISVILLE	WAVE 7:30	SPRINGFIELD	WBZA 9:30
MILWAUKEE	WTMJ 7:30	SYRACUSE	WSYR 8:30
MINNEAPOLIS-ST. PAUL	WTCN 7:30	TOLEDO	WSPD 8:30
WASHINGTON		WMAL 8:30	

LIFE ON THE AIR . . . THE MARCH OF TIME



Any amateur
with a camera
has a chance
to win!

\$2000

CASH FOR PICTURES OFFERED BY THE ROYAL TYPEWRITER COMPANY, INC.

HERE'S THE EASIEST, MOST INTERESTING PHOTO CONTEST EVER PRESENTED!

JUST AIM YOUR CAMERA at people writing. Take their pictures. Send us prints. We don't care what they are writing or how! The sky is the limit! For example—a shot of a plane writing in the sky would be accepted. So would one of a girl in a bathing suit tracing words in the sand—a child using a typewriter, a Royal Portable, if you wish, and so on...

HERE IS ALL YOU DO

1—Get an Entry Blank from any store where Royal Portable Typewriters are sold, or write to the Royal Typewriter Company, Inc.
2—Send in prints of as many different photographs as you wish with Entry Blank properly signed, so that they will arrive on or before midnight, Friday, September 2, 1934.

HERE'S WHAT HAPPENS

1—Prints will be judged on the basis of their human interest and quality. The opinion of the judges will be final.
2—All entrants will be advised of judges' decision on or before October 10, 1934.

JUDGES: Picture Editor, LIFE Magazine; Editor, MINICAM

ENTER Royal's PHOTO CONTEST today! Anyone (not a professional, a Royal Portable dealer, an employee of Royal or its advertising agency or members of their families) who can focus a camera and snap a picture may earn one of the 100 cash prizes.

Magazine! Picture Editor, TIMES WIDEWORLD PHOTOS.

PRIZES

\$150.00 for the winning picture!
100.00 for the next best picture!
75.00 for the third best!
50.00 for the fourth best!
25.00 for the fifth best!
10.00 each for 25 sixth prizes!
5.00 ea.—70 Honorable Mentions!
In case of ties, duplicate prizes will be awarded.

DOUBLE PRIZE MONEY!

All prize winning pictures will be eligible for DOUBLE PRIZE MONEY if they show a Royal Portable in use. However, they must first be selected by judges as meriting a cash prize solely on the basis of their interest and quality.

SPECIAL HONORS

CASH AND HONORS GALORE FOR PRIZE WINNERS! An opportunity to have your work seen by well known picture authorities. Publicity in the photographic magazines—several editors have signified their willingness to feature winners' photos. Furthermore, all of your pictures used by Royal will carry your name.



ONE SURE PRIZE WINNER!

ROYAL PORTABLE DE LUXE... Beautiful, handsome lines. Sturdy construction, built for years of usefulness. Four Royal Portable models—four prices. Convenient monthly terms. See... Try them at your nearest dealer's store.

REMEMBER—If unable to obtain Entry Blank from a Royal Portable dealer, address Royal Typewriter Company, Inc., Contract Dept. L.M.-2, 1 Park Ave., N. Y.

ROYAL PORTABLE TYPEWRITERS

FEET HURT TIRE, ACHE OR BURN?

After a hard day, when your feet are almost "killing" you, Dr. Scholl's Foot Balm will quickly put an end to such suffering. You'll be amazed how it rests and refreshes tired, aching, burning, sensitive feet caused by exertion and fatigue; soothes minor skin irritations and relieves muscular soreness. Sold everywhere. Family-size jar, 35c—also 10c size. For Dr. Scholl's FREE FOOT BOOK, write Dr. Scholl's, Chicago.



Dr. Scholl's FOOT BALM



Fortune FOR JULY

Tomorrow's airplane will leave London at midnight and reach New York in time for breakfast. It will carry 100 passengers and a crew of 16. And it will give airlines their first sound profit. Read the amazing story of the Big Ship of 1941 in FORTUNE for July—an issue in which you will also find:

A Balance Sheet of Franklin D. Roosevelt
FORTUNE Quarterly Survey
South America IV: Argentina
Willis-Overland
Wonder Bread
County Agricultural Agent
The Deepest Hole in the World

FORTUNE is sold by subscription only at 330 East 22nd St., Chicago. The price is \$10 the year

PICTURES TO THE EDITORS

(continued)



CAPITOL BY CONGRESSMAN

Sirs:

With many others throughout the country, I find amateur photography an interesting, diverting hobby. A few nights ago I took the enclosed picture of the Capitol from the steps of the

Library of Congress. It turned out rather well and it occurred to me that you might be interested to see the result.

KNUTE HILL

Representative from Washington
House Office Bldg.
Washington, D.C.



THE SPEAKER

Sirs:

Here is an unusual, unposed photo of Speaker Bankhead. I had an enlargement made for framing in my office and gave one to the Speaker. Per-

haps you may sometime make use of copy herewith sent with my respects.

CHARLES A. PLUMLEY

Representative from Vermont
House Office Bldg.
Washington, D.C.



SITTING BULL

Sirs:

Here is a picture of old "Sitting Bull" himself. His name is Real Prince Domino 24th, a 5-year-old son of Real Prince Domino. He heads the Kimberling Bros. Hereford herd near Champion, Neb., and is one of the more noted animals of the entire Hereford

breed, as his eight sons and two daughters, which sold at auction at the National Western Stock Show, Denver, Colo., last January, sold for an average of \$734 per head, making the ten head total \$7,340.

HAYES WALKER JR.

The American Hereford Journal
Kansas City, Mo.



Our search led us to an old distillery
on the banks of the River Dee...

A NOBLE SCOTCH

*"Gentle
as a
Lamb"*

WE TRACED this highly praised whisky to its source, the old and honored firm of Train & McIntyre Ltd., whose Strathdee Distillery on the River Dee supplies Highland malts that go into this rare blend. We arranged with Train & McIntyre to bring Old Angus to America—unchanged, the same superb whisky the Scots and English favor . . . Try Old Angus—the whisky whose smooth liqueur quality and mild taste can best be described by calling it "A Noble Scotch—Gentle as a Lamb."

OLD ANGUS

Liqueur

BLENDED SCOTCH WHISKY



HAROLD ANDERSON

AMERICA'S OWN DISCOVERY—

TEA

KEEPS YOU COOL!



ENJOY ICED TEA ALL
THROUGH THE DAY. IT'S
DELICIOUS. A NATURAL DRINK.
LESS THAN 1¢ A GLASS
FOR LASTING COOLNESS



These good black teas
are especially suited to
the American taste.
For economy and full
enjoyment, buy quality
tea.

— AND TEA STEPS UP YOUR VITALITY !